



**BAGALKOT UNIVERSITY  
JAMKHANDI**

**PROGRAM /COURSE STRUCTURE AND SYLLABUS**  
as per the Choice Based Credit System (CBCS) designed  
in accordance with  
Learning Outcomes-Based Curriculum Framework (LOCF)  
for  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
Syllabus for I and II Semester

w.e.f.

**Academic Year 2024-25 and onwards**

## Preamble for UG Syllabus of Bagalkot University

Bagalkot University Jamkhandi has been established by the Government of Karnataka and has started functioning from the academic year 2023-24. All the degree colleges other than engineering and medical colleges in the district of Bagalkote, are affiliated to this university as per the Karnataka State Universities Act 2000, as modified by the 26th Act of 2022. The students taking admission to any of the colleges in the district of Bagalkote, from the academic year 2023-24 will be students of Bagalkot University. The Chancellor of the university, the honourable Governor of Karnataka, has instructed the Vice chancellor and the university to adapt, the rules and regulations of the parent university, Rani Channamma University, Belagavi for the immediate activities (Letter from the office of the Governor GS 01 BGU 2023 dated 17/05/2023).

The Bachelor of Business Administration (BBA) program is meticulously designed to cultivate future business leaders who are equipped with the skills, knowledge, and ethical grounding necessary to excel in the fast-paced and ever-evolving global business environment. The program provides a comprehensive education in business principles, ensuring that graduates are well-prepared to meet the challenges of modern management and leadership roles. The BBA curriculum integrates a strong theoretical foundation with practical applications, encompassing key areas such as management, finance, marketing, human resources, operations, entrepreneurship, and information technology. This holistic approach ensures that students gain a broad understanding of the various facets of business while developing specialized skills in their chosen areas of interest.

The Bachelor of Business Administration (BBA) program is intending to develop students into capable and confident business leaders equipped with the skills and knowledge required to thrive in today's dynamic and competitive global marketplace. The program aims to provide a strong foundation in business principles while fostering analytical, critical thinking, and decision-making abilities essential for effective management and leadership roles. This comprehensive approach ensures that students are well-versed in the multifaceted aspects of business and can seamlessly transition into various professional environments.

The curriculum emphasizes experiential learning through case studies, internships, projects, and interactive sessions with industry professionals. This hands-on experience, combined with a rigorous academic framework, prepares students to address real-world business challenges innovatively and ethically.

The present Curriculum Framework for BBA degree is intended to facilitate the students to achieve the following.

- ❖ A student can able to understand real-world applications of modern business scenarios and fostering a deep understanding of business concepts and practices.
- ❖ Emphasis on developing critical thinking, problem-solving, and analytical skills through case studies, research projects, and data analysis exercises.
- ❖ The BBA degree provides students with the opportunity to develop critical thinking, problem-solving, communication, and leadership skills that are essential in the competitive and rapidly changing business world.
- ❖ The degree also develops the student's practical, managerial and communication skills, and business decision-making capability.
- ❖ Students can able to acquire the knowledge of training and practical experience in the form of case projects, presentations, internships, industrial visits, and interaction with experts from the industry.

## PROGRAM OUTCOMES

**By the end of the program the following outcomes will be achieved by the students:**

- Exhibit a thorough understanding of core business concepts, including management, finance, marketing, human resources, operations, and information technology.
- Demonstrate the ability to responsibly collaborate with others to effectively disseminate learning/project/research outcomes to a variety of audiences using highly developed communication skills and work productively within a team of experts in the field.
- Analyze business problems, evaluate information and data, and apply critical thinking to develop effective solutions and make informed decisions.
- Convey ideas and information clearly and professionally in both written and oral formats, tailored to various business contexts and audiences.
- Identify and address ethical issues in business, demonstrating a commitment to ethical conduct and corporate social responsibility.
- Leverage modern information technology tools and software to enhance business operations, perform data analysis, and support decision-making processes.
- Demonstrate leadership skills, effectively collaborate in team settings, and manage group dynamics to achieve common business goals.
- Interpret financial statements, conduct financial analysis, and make informed financial decisions to support business objectives.
- Identify business opportunities, develop business plans, and apply innovative thinking to entrepreneurial ventures.
- Conduct research using appropriate methodologies, engage in continuous learning, and adapt to new knowledge and skills in the evolving business landscape.
- Identify business challenges, analyze potential solutions, and implement strategies to enhance organizational performance.

- Demonstrate knowledge of relevant laws, regulations, and standards governing business operations and ensure compliance with legal and ethical standards.
- Apply knowledge from various business disciplines to develop integrated and strategic approaches to business issues.
- Foster creativity and innovation in addressing business challenges and opportunities.

**By the end of the program the students will be able to:**

The Bachelor of Business Administration (BBA) program enables students to attain following additional attributes besides the afore-mentioned attributes, by the time of graduation:

1. Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.
2. Acquire qualitative and quantitative skills to consolidate, synthesise, and analyse business information.
3. Apply theoretical and technical knowledge and skills to provide socially and ethically responsible evidence-based business solutions.
4. Attain problem-solving, decision making and critical thinking skills to provide viable solutions for business problems.
5. Explain the nature of creativity and innovations and translate insights into opportunities and action.

The subject code format is described in the following.

**Subject Code Format:**

1	2	3	4	5	6	7	8	9	10
VER	DEGREE	SEM	DISCIPLINE			SUB. TYPE	SL. NO.	FORSUB. TYPE	TH/LAB/F
2	A	1	C	H	E	M	0	1	T
2	B	1	P	O	L	M	0	1	T

[1] The version information gives the version of the syllabus. It can values 1,2...9,a,b,...

[2] The UG degree codes to be provided as / The code applicable to all degrees

Sl. No	DegreeCode	Degree
1	B.Sc.	A Bachelor of Science
2	B.A	B Bachelor of Arts
3	B.Com.	C Bachelor of Commerce
4	BBA	D Bachelor of Business Administration
5	BCA	E Bachelor of Computer Applications
6	BSW	F Bachelor of Social Work
7	-----	S Applicable to all degrees

[3] The semester information is provided as

Sl. No	1	2	3	4	5	6	..
Semester	1	2	3	4	5	6	...

[4 – 6] The Discipline information to be provided as

Sl No	Degree	Discipline Code
1	B.Com.	XXX
2	BCA	XXX
3	BBA	XXX
4	BSW	XXX
5	B.A	'HIS', 'POL', 'GEO', 'KAN', 'HIN' etc. The detailed list is to be provided
6	B.Sc.	'PHY', 'CHE', 'BOT', 'ELE' etc. The detailed List is to be Provided

[7] The subject type to be provided as

Sl. No.	TYPE	Description
1	Major	M
2	Language	L
3	Constitutional Moral Values	C
4.	Elective	E
5.	Skill / Practical based learning	S
6.	Mini Project	P
7.	Internship	I
8.	Case study/ Survey using principles of Research methodology	R

[8-9] The Running Serial Number is to be provided for a particular Subject type 01 to 99

[10] This character specifies the category of the subject namely, T=Theory, L-Practical, P-Project Work, F-Field work, Viva-V, I-Internship, Dissertation-D

## ASSESSMENT METHODS

### Formative Assessment for Theory

Evaluation Scheme for Internal Assessment: Continuous Internal Assessment (CIA)

Assessment Criteria for 20 Marks		
1 <sup>st</sup> Internal Assessment Test for 20 marks of 1 hour duration after 8 weeks and later marks should be reduced to 5	CIA: C1	05 Marks
2 <sup>nd</sup> Internal Assessment Test for 40 marks 2 hours duration after 15 weeks and marks should be reduced to 10	CIA: C2	10 Marks
Assignment/ Activity	CIA: C3	05 Marks
Total		20 Marks

### Summative Assessment for Theory:

Semester End Exam: SEE	C4	80 Marks
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### Formative Assessment for Project:

Assessment Criteria for 10 marks		
Internal Assessment Marks	CIA: C1	10 Marks

### Summative Assessment for Project:

Assessment Criteria for 40 marks		
Journal/Project report	SEE: C2	20 Marks
Viva Voce		20 Marks

## PROGRAM STRUCTURE

Proposed Curricular and Credits Structure under Choice Based Credit System [CBCS] of BBA with Discipline Scheme for the Three Years Bachelor of Business Administration Undergraduate Programme with effect from 2024-25

SEMESTER-1										
Category	Course code	Title of the Paper	Marks			Teaching hours/week			Credit	Duration of exams (Hrs)
			IA	SEE	Total	L	T	P		
L-1	--	Language-I	20	80	100	3	0	0	3	3
L-2	--	Language-II	20	80	100	3	0	0	3	3
Major	2D1XXXM01T	Principles and Practice of Management	20	80	100	5	0	0	5	3
Major	2D1XXXM02T	Financial Accounting - I	20	80	100	5	0	0	5	3
Major	2D1XXXM03T	Business Communication	20	80	100	4	0	0	4	3
BSDC	2D1XXXS01L	Computer Applications in Business	10	40	50	1	0	2	2	3
COM1	2S1XXXC01T	Constitutional Values	10	40	50	2	0	0	2	2
	2S1XXXC01T	Environmental Studies								
<b>Total Marks</b>					<b>600</b>	<b>Semester Credits</b>			<b>24</b>	

SEMESTER-2										
Category	Course code	Title of the Paper	Marks			Teaching hours/week			Credit	Duration of exams (Hrs)
			IA	SEE	Total	L	T	P		
L-1	--	Language-III	20	80	100	3	0	0	3	3
L-2	--	Language-IV	20	80	100	3	0	0	3	3
Major	2D2XXXM04T	Marketing Management	20	80	100	5	0	0	5	3
Major	2D2XXXM05T	Financial Accounting - II	20	80	100	5	0	0	5	3
Major	2D2XXXM06T	Cost and Market Analysis	20	80	100	4	0	0	4	3
BSDC	2D2XXXS02L	Marketing Skills and Development	10	40	50	1	0	2	2	3
COM2	2S1XXXC01T	Constitutional Values	10	40	50	2	0	0	2	2
	2S1XXXC01T	Environmental Studies								
<b>Total Marks</b>					<b>600</b>	<b>Semester Credits</b>			<b>24</b>	

## Concept Note, Abbreviation Explanation and Coding:

### Concept Note:

1. CBCS is a mode of learning in higher education which facilitates a student to have some freedom in selecting his/her own choices, across various disciplines for completing a UG/PG program.
2. A credit is a unit of study of a fixed duration. For the purpose of computation of workload as per UGC norms the following is mechanism be adopted in the university:  
One credit (01) = One Theory Lecture (L) period of one (1) hour.  
One credit (01) = One Tutorial (T) period of one (1) hour.  
One credit (01) = One practical (P) period of two (2) hours.
3. Wherever there is a practical there will be no tutorial and vice-versa
4. Internship is a designated activity that carries some credits involving more than 25 days of working in an organization (either in same organization or outside) under the guidance of an identified mentor. Internship shall be an integral part of the curriculum.

### Abbreviation Explanations:

1. Major: Major Subject of Core Course.
2. OEC: Open/Generic Elective Course
3. COM: Common Subject
4. L1: Language One
5. L= Lecture; T= Tutorial; P=Practical.
6. MIL= Modern Indian Language; English or Hindi or Telugu or Sanskrit or Urdu
7. BSDC= Business Skills Development Course



# **I - Semester**

<p style="text-align: center;">Name of the Program: <b>BBA (Bachelor of Business Administration)</b>  Name of the Course: <b>1.1 Principles and Practice of Management</b>  Course Code: 2D1XXXM01T</p>		
Teaching hours/week-5 Duration of the exam-3 hours	IA-20 Marks SEE-80 Marks	Credits-5
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p><b>Course outcomes:</b></p> <ul style="list-style-type: none"> <li>• The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management.</li> <li>• In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint.</li> <li>• The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.</li> </ul>		
Module	Syllabus	Teaching Hours
I	<p><b>Module1: Introduction to Management.</b>  Management thoughts of F W Taylor, Elton Mayo &amp; Henry Fayol. Management: Meaning and Definitions, Nature, Scope, Significance, Functions, Levels of Management and Process. Difference between Administration and Management. Role of Manager in the Business.</p>	12
II	<p><b>Module 2: Planning and Decision Making.</b>  Planning: Meaning and Definitions, Nature, Importance, Types of Plans, Planning Process. Management by Objective (MBO) and Management by Exception (MBE). Decision-making: Meaning and Definitions, Types of Decisions, Process of Decision Making and Importance of Decision making.</p>	10
III	<p><b>Module 3: Organizing and Coordination.</b>  Organizing: Meaning, Importance, Patterns of Organization: Formal and Informal organization, Organization Structures: Line, Staff, Line and Staff, Matrix Organization meaning and features. Departmentation: Meaning and Basis (Function, Product, Region and customer). Centralizationv/s Decentralization. Span of Control: Meaning and Factors affecting span of control, Authority and Responsibility. Coordination: Meaning and principles</p>	14
IV	<p><b>Module 4: Directing, Motivation and Controlling.</b>  Directing: Meaning, Nature, Principles of Direction. Motivation -Meaning and Definitions, Motivational theories (Maslow's Hierarchy needs theory, Herzberg's two factors Theory, Mc. Greoger's theory of Motivation. Controlling-Meaning, steps in controlling, Tools and Techniques, Essentials of sound control system.</p>	12
V	<p><b>Module 5: Emerging trends in Management.</b>  Trends in organisation Management-Virtual Hiring, Virtual Training, Work from Home, Virtual assistant, Hybrid Model. Green Management-Initiation taken by corporate in India. Technology in Management.</p>	12

## Reference Books:

### References

1. Jain/ Singhal (First Edition), Principles of Marketing, Cengage Publication India
2. Harold Koontz & Heinj Wehrich, (2018) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi.
3. T.Ramasamy (2018) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6th edition.
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1" ed.
6. Singh, "Principles and Practices of Management and Organizational Behaviour, 2016 1st ed, Sage Publication.
7. P Subba Rao, "Principles of Management, (2018), HPH.

**Note: Latest edition of text books may be used.**

Name of the Program: <b>BBA (Bachelor of Business Administration)</b> Name of the Course: <b>1.2 Financial Accounting-I</b> Course Code: 2D1XXXM02T		
Teaching hours/week-5 Duration of the exam-3 hours	IA-20 Marks SEE-80 Marks	Credits-5
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work.		
<b>Course outcomes:</b> On successful completion of the course, the students will be able to apply the accounting concepts, rules & conventions of preparing the financial statements of sole traders.		
Module	Syllabus	Teaching Hours
I	<b>Module 1: Introduction to Financial Accounting</b> , accounting is an information system Importance, Scope and Limitations. Users of accounting information generally accepted accounting principles. Basic terms used in Accountancy. The Accounting Equation. Types of accounts and rules of debit and credit of recording transactions under Double Entry System-Journal- Journalizing, preparation of Ledger Accounts. (Problems)	12
II	<b>Module 2 Subsidiary Books:</b> Subsidiary Books Meaning, Benefits, Types of Subsidiary Books. Purchases Book, Sales Book, Purchases Returns Book, Sales Returns Book, and Simple Cash Book: Treatment of Trade Discounts in subsidiary books. (Problems)	12
III	<b>Module -3 Cash Book and Bank Reconciliation Statement</b> Three Column Cash Book, Petty Cash Book (under Imprest System): (Problems) Bank Reconciliation Statement- meaning, need, Causes for preparation Bank Reconciliation Statement (Problems)	10
IV	<b>Module -4 Final Accounts of Proprietary Concern:</b> Trail balance: meaning, Reasons, preparation of Trail balance: Preparation of Final Accounts of a Sole Trader -Trading Account, Profit and Loss Account and Balance sheet. With depreciation, bad debts, provision for bad debts, outstanding and prepaid expenses adjustments (Problems)	14
V	<b>Module -5 Accounting for Special Transactions</b> Accounting for Special Transactions -Bills of Exchange and Promissory Notes - meaning, Features- parties to Bill of Exchange- Noting and Protest – Discounting – Endorsement – Dishonour of Bills, Renewals of Bills (Simple Problems)	12
<b>Reference Books:</b> 1. Sah, (Second Edition), Concept Building Approach to Financial Accounting, Cengage Publicat QuintalIndia 2. S. N. Maheswari, Sunil K. Maheshwari & Sharad K Maheshwari: An Introduction Accountancy, Vikas Publishing House Pvt. Ltd 3. R. Narayanswamy, Financial Accounting: A managerial Perspective, PHI Learning Pvt. Ltd 4. Tulsian, P.C., Financial Accounting, Pearson 5. T.S. Grewal, Introduction to Accountancy, Sultan Chand 6. (Foundation) Courses, Vikas Publishing House Pvt. Ltd. 7. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd. 8. Balwani, Nitin, Accounting and Finance for Managers 9. Jain, S.P. & Narang, K.L., Advanced Accountancy. 10. Santhi Vedula, Financial Accounting, 2019, HPH <b>Note: Latest edition of text books may be used.</b>		

Name of the Program: <b>BBA (Bachelor of Business Administration)</b> Name of the Course: <b>1.3 Business Communication</b> Course Code: 2D1XXXM03T		
Teaching hours/week-4 Duration of the exam-3 hours	IA-20 Marks SEE-80 Marks	Credits-4
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course outcomes:</b> This course is intended to help the students to present themselves properly to the corporate world. To Develop both Oral and Written Communication Skills. It enables them to communicate formally highlighting their strengths.		
Module	Syllabus	Teaching Hours
I	<b>Module 1: Introduction to Communication</b> Communication: Meaning, Nature and scope, objectives, significances, Principles and Process. Types-verbal and nonverbal, Formal and Informal, vertical, diagonal, horizontal and grapevine communication. Barriers to communications and Remedial measures. Listening, Elements of Good Listening, Feedback: Meaning and Importance.	10
II	<b>Module 2: Verbal Communication.</b> Oral Communication: Meaning, Types and barriers. Speech: Introduction and meaning, Characteristics of good speech and its importance. Mass Communication: Meaning, objectives, Nature and scope, Functions of Mass communication. Role of Mass Media in India.	12
III	<b>Module 3: Non-Verbal Communication</b> Characteristics of non-verbal communication-Types and functions of nonverbal communication-Interpreting non-verbal communication. Presentation: Definition and Features, Types of Presentation Skills.	08
IV	<b>Module 4: Group Communication and Group Discussion</b> Group Communication: Definition, Components, Types and advantages. Group Discussion: Definition, Characteristics, Do's and Don'ts of participating in GD, Essential skills for GD.	12
V	<b>Module 5: Report Writing, Business Letters, Meetings and Agenda</b> Report Writing - What is a report, Importance of Reports, Types of reports, Characteristic of good report, Structure of Reports. Business Letters - Structure and Format of Business Letter, Types of Business Letters, Writing Cover letters, Letters for enquiry, Offer, Order, Purchase and Complaint. Meetings - Types of Meetings; Importance of Business Meetings; Different Types of Business Meetings -Developing agendas and Writing Minutes.	14
<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Penrose, Rasberry and Myers, "Business Communication for Managers", Cengage Learning</li> <li>2. CSG Krishnamacharyalu and L. Ramakrishnan, "Business Communications", 2019, 1<sup>st</sup> Edition. Himalaya Publishing House</li> <li>3. Technical Communication M Raman &amp; Sharma, Oxford University Press.</li> <li>4. Business Communication From Principles to Practice Matukutty M Monippally, UBS Publishers.</li> <li>5. Business Letters. The Effective Commercial Correspondence- R.Gupta, RPH Editorial Board</li> <li>6. Quintanilla, Business and Professional Communication, 1<sup>st</sup> Edition, 2011, Sage Publication</li> <li>7. RaiRai, Business Communication, 2018, HPH</li> </ol> <b>Note: Latest edition of text books may be used.</b>		

<p style="text-align: center;">Name of the Program: <b>BBA (Bachelor of Business Administration)</b>  Name of the Course: <b>1.4 Computer Applications in Business</b>  Course Code: 2D1XXXS01L</p>			
Teaching hours/week-2 (One hour of lecturing and Two hours of practical)	IA-10 Marks Project/Journal- 20 Marks Execution and viva voce-20 marks	Credits-2	Duration of the exam-3 hours
Pedagogy: Lecturer and Lab, Hands-on activities			
<p><b>Course outcomes: Objectives:</b></p> <p>a) Students are able to apply different applications of accounting and communication</p> <p>b) Students are able to connect class room learning to real activities of business.</p> <p><b>Guidelines to institutions:</b></p> <ul style="list-style-type: none"> <li>• Each students to attend 1 hour theory and 2 hour practical per week</li> <li>• Allocation of marks 10 for internal, 20 for journal/Report and 20 for execution &amp; viva voce</li> </ul>			
Module	Syllabus	Teaching Hours	
I	<p><b>Module 1: Microsoft Word</b></p> <p>Introduction of word file, Functions of Menu Bar, Paragraph formatting-Changing Paragraph Alignment, Indenting Paragraphs. Working with Tables: Creating Tables, Converting text into a table, Quick Tables. Entering Text. Table Tools. Inserting rows and columns, Deleting Cells. Rows or Columns, Merging Cells and Splitting Cells, Adjusting Column Width, Borders and Shading, Bulleted and Numbered Lists. Creating a Nested List, Format Your List. Creating Outlines, Page formatting: Page Margins, How to Change the Orientation. Size of the Page, or Size of the Columns. Apply a Page Border and Color, Insert Headers and Footers.</p>	8	
II	<p><b>Module II: Microsoft Excel</b></p> <p>Introduction: Organization of this Training Guide. Uses of Excel, Features in Excel, Highlights and Main Functions: Home, Insert, Page Layout, Formulas, Data, Review, View Using the Excel Help Function, Creating and Using Templates, Data from External Sources, Using and Formatting Tables, Basic Formulae and Use of Functions, Data Analysis Using Charts and Graphs, Managing, Inserting, and Copying Worksheets Securing the Excel Document (Protect Cells and Workbook)</p>	8	
III	<p><b>Module – 3 Tally in Accounting</b></p> <p>Introduction to Accounting Information System, Computerized Accounting Information System; Difference between manual and computerized accounting information system · Tally (Ver. 9.1), Configuration of Tally, Tally screen and menus-Creation of Company, Group, Editing and Deleting Groups, Creation, Editing, Deleting Ledgers (Creating Heads of Accounts). Voucher entry, Types of Voucher; Reports: Daybook, Balance Sheet, Trial balance, Profit &amp; Loss accounts, and Bank reconciliation statement.</p>	9	

# **II - Semester**

Name of the Program: <b>BBA (Bachelor of Business Administration)</b> Name of the Course: <b>2.1 Marketing Management</b> Course Code: 2D2XXXM04T		
Teaching hours/week-5 Duration of the exam-3 hours	IA-20 Marks SEE-80 Marks	Credits-5
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course outcomes:</b> <ul style="list-style-type: none"> <li>To provide a broad knowledge about the basic concepts of marketing Management</li> <li>To provide an exposure to the students pertaining to the nature and Scope of marketing which they are expected to possess when they enter the industry as practitioners.</li> <li>To give them understanding of the basic philosophies and tools of marketing management</li> </ul>		
Module	Syllabus	Teaching Hours
I	<b>Module1: INTRODUCTION TO MARKETING</b> Marketing-Meaning and Definition, Core concepts of Marketing, Marketing Concepts: Production, Product, Selling, Marketing, and Societal Marketing Concepts. Marketing Environment: Micro and Macro Environment: Meaning and Factors Marketing Plan-Meaning, Steps in Preparation of successful marketing plan.	12
II	<b>Module 2: MARKET SEGMENTATION</b> Market Segmentation: Meaning and Definitions, Nature and importance, Basis for Market Segmentation-Geographic, Demographic, Socio Economic and Psychographic. Essentials of market segmentation, Mass Marketing v/s Segmentation. Product Positioning and Targeting(Meaning only)	08
III	<b>Module 3 MARKETING MIX</b> Marketing Mix: Meaning, Elements (Four P's) Product: Product Mix, Product Line and product classification. Pricing: Meaning, Factors influencing Pricing Policy, Methods of Pricing Physical Distribution: Meaning, Types of distribution channels. Promotion: Meaning, Techniques of Promotion and Importance. Service Marketing: Meaning and Seven Ps of Service Marketing. Difference between Goods and Services.	16
IV	<b>Module 4: NEW PRODUCT DEVELOPMENT AND PRODUCT LIFE CYCLE</b> Meaning of a New Product; Need and Limitations for Development of a New Product; Reasons for launching New Products, Reasons for Failure of a New Product, Stages in New Product development. Product Life Cycle: Meaning, PLC stages and Strategies. Branding, Packaging, Labelling.	10
V	<b>Module 5: TRENDS AND CHALLENGES IN MARKETING 12Hours</b> Trends: E-Marketing, Tele Marketing, Green Marketing, Grey Marketing, Relationship Marketing, Virtual marketing, Viral marketing, Reverse Marketing, Morph Marketing, Multi-Level Marketing, Sustainable Marketing. Challenges: Talented Marketing Personnel (factors to be considered), Generating Leads (Meaning and Tips to be followed in generating leads), Retaining customers (Strategies). Customer Relationship Management: Meaning, advantages and Disadvantages.	14



**Reference Books:**

1. Kotler Philip, Garyarmstrong, Prafullay Agnihotri, EU Haque, "Principles of Marketing" 2018, 18th Ed, Pearson Education Prentice Hall of Indi
2. Ganguly Bhadury. Principles of Management (First Edition), Cengage Publication India
3. Paul Baines. Chris Fill, Kelly page, "Marketing Management", 2018, 15 Ed., Oxford University Press
4. Kotler, P., Armstrong. G. Agnihotri, PY. &UIHaq, E. Principles of Marketing A South Asian Perspective, Pearson.
5. Dr Sreeramulu, "Basics of Marketing, (2019), HPH Ramaswamy, V.S. &Namakumari, S. Marketing Management. Global Perspective-Indian, 2019 sage Publishing
6. Context, Macmillan Publishers India Limited.4 Rajan Saxena. "Marketing Management", 2009, 4th Ed. Tata McGraw H& Roger J best, "Market-Based Management", 2009, 15 Ed. PHI Learning Pvt. Ltd.

**Note: Latest edition of text books may be used.**

<p style="text-align: center;">Name of the Program: <b>BBA (Bachelor of Business Administration)</b>  Name of the Course: <b>2.2 Financial Accounting-II</b>  Course Code: 2D2XXXM05T</p>		
Teaching hours/week-5 Duration of the exam-3 hours	IA-20 Marks SEE-80 Marks	Credits-5
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p><b>Course outcomes:</b>  <b>On successful completion of the course, the Students will be able to</b></p> <ul style="list-style-type: none"> <li>• Understand and compute the amount of claim for loss of stock and the concept of loss of profit.</li> <li>• Deal with the inter-departmental transfers and their accounting treatment.</li> <li>• Prepare financial statements from incomplete records.</li> <li>• Learn to deal with accounting for royalty transactions.</li> </ul> <p>Compute Average Due Date and preparation of Account current.</p>		
Module	Syllabus	Teaching Hours
I	<b>CONSIGNMENT ACCOUNTS:</b> Consignment – Meaning – Consignor – Consignee - Distinction between Consignment and Sale -Accounting Treatment of Consignment Transactions -Goods Invoiced at Cost Price – Goods Invoiced at Selling Price – Normal Loss – Abnormal Loss – Valuation of Stock – Goods Lost in Transit and Unsold Stock – Return of Goods by the Consignee. (Problems)	12
II	<b>CONVERSION OF SINGLE-ENTRY SYSTEM INTO DOUBLE ENTRY SYSTEM:</b> Need for conversion, Steps involved in Conversion; Differentiation between single entry and Double entry system, Conversion of Single entry to double entry, problems relating there to. Total debtors Account, Creditors Account B/R B/P Account.	12
III	<b>INSTALMENT PURCHASE SYSTEM</b> Introduction, meaning, interest suspense Account, journal entries in the books of purchaser and vendors, accounting treatment in the books of purchase and vender. (Theory and problems)	10
IV	<b>FARM ACCOUNTING:</b> Meaning – Objectives - Books of Accounts to be maintained under Single Entry & Double Entry for Farm Accounting - Preparation of Farm Revenue Account to ascertain the Profit or Loss and Balance Sheet of various sections like Crop, Livestock, Dairy & Poultry. (Problems)	14
V	<b>HUMAN RESOURCE ACCOUNTING:</b> Meaning, Need & Objective of HR Accounting, Methods of HR Accounting –Cost of Production approach & Capitalised Earnings Approach.(Problems)	12
<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Advanced Accounting Volume 1: Dr. Ashok Sehgal, Dr. Deepak Sehgal. Taxmann’s Publication.</li> <li>2. Advanced Accounting Volume 1: S. N. Maheshwari&amp; S. K. MaheshwariVikas Publishing House Pvt. Ltd.</li> <li>3. Advanced Accounting Volume 1: S. P. Jain &amp; K. L. NarangKalyani Publishers.</li> <li>4. Modern Accountancy Volume 1: Hanif and Mukherjee Tata McGraw Hill</li> <li>5. Advanced Accounting Volume 1: R. L. Gupta &amp; M Radhaswamy. Sultan Chand &amp; Sons</li> <li>6. Advanced Accounting CA Parveen Sharma &amp; CA KapileshwarBhallaTaxmann’s Publication</li> </ol> <p><b>Note: Latest edition of text books may be used.</b></p>		

Name of the Program: <b>BBA (Bachelor of Business Administration)</b> Name of the Course: <b>2.3 Cost and Market Analysis</b> Course Code: 2D2XXXM06T		
Teaching hours/week-4 Duration of the exam-3 hours	IA-20 Marks SEE-80 Marks	Credits-4
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course outcomes:</b> The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making accurate decision pertaining to the business firms. The emphasis is given to tools and techniques of micro economics		
Module	Syllabus	Teaching Hours
I	<b>UNIT-I: INTRODUCTION TO BUSINESS ECONOMICS:</b> Meaning of Business Economics, nature, scope, characteristics and importance, Distinction between micro-economics and macro-economics, Relation with other sciences, Managerial Economist - Role and Responsibility	10
II	<b>UNIT-II: DEMAND ANALYSIS AND UTILITY CONCEPT:</b> Concept of Demand, factors affecting on demand, determinants of Demand, types, law of demand, importance, Elasticity of demand- Meaning, Types, Determinants, Problems of elasticity of demand, Concept of utility, Cardinal and Ordinal utility, law of diminishing Marginal utility, Concept of supply, factors affecting on supply, determinants of Supply, law of supply.	12
III	<b>UNIT-III: COST AND REVENUE CONCEPTS:</b> Cost concepts meaning, types (fixed, variable, marginal, implicit, explicit, opportunity, real, average and total cost), Relation between costs, problems on average and marginal costs, Average revenue, total and marginal revenue, Production function-meaning, factors of production, characteristics, Economies of scale, diseconomies of scale Internal and External.	12
IV	<b>UNIT-IV: MARKET ANALYSIS:</b> Features of markets, Pure, perfect, monopoly, duopoly, oligopoly, monopolistic competition, Equilibrium of firm and industry under perfect competition, Price determination under monopoly Price and output determination under monopolistic competition.	12
V	<b>UNIT-V: THEORIES OF PROFIT:</b> Business cycle-meaning, stages, features and types, causes and control measures, Risk and Innovation Theory, Risk bearing theory, uncertainty theory, Innovative theory.	10
<b>Reference Books:</b> 1. Dominik Salvatore, (2015) Principles of Micro Economics (7th Edn) Oxford University Press, Dr. D N Mithani, (2018) Managerial Economics Theory and Application, HPH 2. Varshiney & Maheswari, Managerial Economics, Juptan Publication, New Delhi 3. Lipsey and Crystal (2008) Economics International (15th Edn) Oxford University Press. 4. Kutosynnis (1979) Modern Micro Economics (5th Edn) Me millan Publishers 5. Rubin field and Mehathe (Micro Economics (7th Edn) Pearson Publishers <b>Note: Latest edition of text books may be used.</b>		

Name of the Program: <b>BBA (Bachelor of Business Administration)</b> Name of the Course: <b>2.4 Marketing Skills and Development</b> Course Code: 2D2XXXS02L			
Teaching hours/week-2 (One hour of lecturing and Two hours of practical)	IA-10 Marks Project/Journal- 20 Marks Execution and viva voce-20 marks	Credits-2	Duration of the exam-3 hours
Pedagogy: Field work, Lecture and trend analysis of marketing concepts			
<b>Course outcomes:</b> <ul style="list-style-type: none"> <li>To connect the class room learning to real marketing environment</li> <li>To provide experiential learning platform</li> </ul> <b>Guidelines to institutions:</b> <ul style="list-style-type: none"> <li>Each student has to undergo field work in real market during semester</li> <li>Students may visit any proprietary concern, trading concern or any shop for data collection</li> </ul>			
Module	Syllabus	Teaching Hours	
I	<b>UNIT-I: Analysis of Marketing Concepts</b> Selecting five brands and identify product classifications such as – core, actual and augmented products and also USP. Basis of Segmentation, Marketing Positioning, pricing Strategies. Marketing Mix any one product.	8	
II	<b>UNIT-II: Analysis of Demand</b> Application of Law of Demand and Elasticity of demand for the products and types of Market and it is operations.	08	
III	<b>UNIT-III: Accounting Practices in Reality</b> Identifications of Products sold on instalment basis and actual figures of one product. Visit to dairy and poultry and collect the information about the accounting and reporting practices.	9	

QUESTION PAPER PATTERN FOR THEORY SUBJECTS

Max. Marks: 80

Exam Duration: 3 Hrs.

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Section-A

I. Answer any TEN sub questions, each sub question carries two marks

(10\*2=20)

1.

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.
- i.
- j.
- k.
- l.

Section-B

II. Answer any Four questions; each question carries five marks (in case of practical papers three problems and two theory questions)

(4\*5=20)

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Section-C

III. Answer any Three questions; each question carries fifteen marks (in case of practical papers two problems and two theory questions)

(3\*10=30)

- 8.
- 9.
- 10.
- 11.
- 12.

Section-D

IV. Compulsory question (Case study/problems)

(1\*10=10)

- 13.