



**BAGALKOT UNIVERSITY  
JAMKHANDI**

**PROGRAM /COURSE STRUCTURE AND SYLLABUS  
For  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
I and II Semester**

**w.e.f.**

**Academic Year 2024-25 and onwards**

## 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.

## 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	4	0	0	3	3
L-2	--	Language-II	20	80	100	4	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	4	0	0	3	3
L-2	--	Language-IV	20	80	100	4	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>	

## SEMESTER-1

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		
Teaching hours/week-5 Duration of the exam-3 hours	Internal Assessment Marks: - 20 Marks External Assessment Marks: -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>• 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 60
I	<b>INTRODUCTION TO MANAGEMENT</b> Management thoughts of F W Taylor, Elton Mayo & 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.	15
II	<b>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.	15
III	<b>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). Centralization v/s Decentralization. Span of Control: Meaning and Factors affecting span of control, Authority and Responsibility. Coordination: Meaning and principles	15
IV	<b>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. <b>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.	15

**Reference Books:****References**

1. Jain/ Singhal (First Edition), Principles of Marketing, Cengage Publication India
2. Harold Koontz & Heij 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	Internal Assessment Marks: -20 Marks External Assessment Marks: -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 60
I	<b>INTRODUCTION TO FINANCIAL ACCOUNTING</b> Introduction, 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), and types of Subsidiary Books. (Problems)	15
II	<b>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)	15
III	<b>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)	15
IV	<b>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 – Dishonor of Bills, Renewals of Bills (Simple Problems)	15
<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Sah, (Second Edition), Concept Building Approach to Financial Accounting, Cengage Publicat QuintalIndia</li> <li>2. S. N. Maheswari, Sunil K. Maheshwari &amp; Sharad K Maheshwari: An Introduction Accountancy, Vikas Publishing House Pvt. Ltd</li> <li>3. R. Narayanswamy, Financial Accounting: A managerial Perspective, PHI Learning Pvt. Ltd</li> <li>4. Tulsian, P.C., Financial Accounting, Pearson</li> <li>5. T.S. Grewal, Introduction to Accountancy, Sultan Chand</li> <li>6. (Foundation) Courses, Vikas Publishing House Pvt. Ltd.</li> <li>7. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.</li> <li>8. Balwani, Nitin, Accounting and Finance for Managers</li> <li>9. Jain, S.P. &amp; Narang, K.L., Advanced Accountancy.</li> <li>10. Santhi Vedula, Financial Accounting, 2019, HPH</li> </ol> <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	Internal Assessment Marks: -20 Marks External Assessment Marks: -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 48
I	<b>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>VERBAL AND NON-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. <b>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.	12
III	<b>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
IV	<b>REPORT WRITING, BUSINESS LETTERS, AND MEETINGS</b> Report Writing – Meaning, Importance, Types, Characteristics, and Structure of Reports. Business Letters – Structure, Format and Types of Business Letter, 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>		

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			
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			
<b>Course outcomes: Objectives:</b> a) Students are able to apply different applications of accounting and communication b) Students are able to connect class room learning to real activities of business.			
<b>Guidelines to institutions:</b> <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 25
I	<b>MICROSOFT WORD</b> 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.		8
II	<b>MICROSOFT EXCEL</b> 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)		8
III	<b>TALLY IN ACCOUNTING</b> 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 & Loss accounts, and Bank reconciliation statement.		9



## SEMESTER-2

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	Internal Assessment Marks: -20 Marks	Credits-5
Duration of the exam-3 hours	External Assessment Marks: -80 Marks	
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 60
I	<b>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.	15
II	<b>MARKET SEGMENTATION AND NEW PRODUCT</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); <b>New Product Development:</b> Meaning, Need, Reasons for launching New Products, Reasons for Failure of a New Product, Stages in New Product development. Product Life Cycle: Meaning, Strategies.	15
III	<b>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.	15
IV	<b>TRENDS AND CHALLENGES IN MARKETING</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.	15

**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.**

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		
Teaching hours/week-5 Duration of the exam-3 hours	Internal Assessment Marks: -20 Marks External Assessment Marks: -80 Marks	Credits-5
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course outcomes:</b> <b>On successful completion of the course, the Students will be able to</b> <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> Compute Average Due Date and preparation of Account current.		
Module	Syllabus	Teaching Hours 60
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)	15
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.	15
III	<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)	15
IV	<b>HUMAN RESOURCE ACCOUNTING:</b> Meaning, Need & Objective of HR Accounting, Methods of HR Accounting –Cost of Production approach & Capitalised Earnings Approach. (Problems)	15
<b>Reference Books:</b> <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> <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>2.3 Cost and Market Analysis</b> Course Code: 2D2XXXM06T		
Teaching hours/week-4 Duration of the exam-3 hours	Internal Assessment Marks: -20 Marks External Assessment Marks: -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 52
I	<b>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	12
II	<b>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>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.	14
IV	<b>MARKET ANALYSIS AND THEORIES OF PROFIT</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. <b>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.	14
<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>			
<b>Module</b>	<b>Syllabus</b>	<b>Teaching Hours 25</b>	
I	<b>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>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>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	