BHAKTA KAVI NARSINH MEHTA UNIVERSITY, JUNAGADH
(Established vide Government of Gujarat Act No. 23/2015)
ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી, જૂનાગઢ
(ગુજરાત અધિનિયમ નં. ૨૩ / ૨૦૧૫ દ્વારા સંચાલિત)

પરિપત્ર:

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટીની કોમર્સ એન્ડ મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજોનાં આચાર્યશ્રીઓને સવિનય જણાવવાનું કે કોમર્સ એન્ડ મેનેજમેન્ટ વિદ્યાશાખા હેઠળનો NEP-૨૦૨૦ અંતર્ગતનો બેચલર ઓફ બિઝનેશ એડમિનિસ્ટ્રેશન વિષયનો (બીબીએ વિથ ઓનર્સ) નો સેમેસ્ટર-૨ નો અભ્યાસક્રમ આ સાથે સામેલ છે.

માનનીય કુલપતિશ્રીની મંજુરી અનુસાર સદર અભ્યાસક્રમ શૈક્ષણિક વર્ષ જુન,૨૦૨૩થી અમલવારી કરવાની રહે છે. કોમર્સ એન્ડ મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજો ધ્વારા તેની અમલવારી કરવા જણાવવામાં આવે છે.

22/12/2023

Bhakta Kavi Narsinh Mehta University
Junagadh

ખાસ ફરજ પરના અધિકારી
(એકેડેમિક)

ક્રમાંક/બીકેએનએમયુ/એકેડેમિક/૨૧૩૭/૨૦૨૩-૨૦૨૪
ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી,
સરકારી પોલીટેકનિક કેમ્પસ,
ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી રોડ,
ખડીયા, જૂનાગઢ-૩૬૨૨૬૩
તા.૨૨/૧૨/૨૦૨૩

પ્રતિ,

- ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી સંલગ્ન કોમર્સ એન્ડ મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમો ચલાવતી તમામ કોલેજોના આચાર્યશ્રીઓ તરફ....

નકલ સાદર રવાના:-

- માન.કુલપતિશ્રી/કુલસચિવશ્રીનાં અંગત સચિવશ્રી.
- પરીક્ષા નિયામકશ્રી, ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી, જુનાગઢ

નકલ રવાના જાણ તથા યોગ્ય કાર્યવાહી અર્થે:

- સીસ્ટમ મેનેજરશ્રી, આઇ.ટી.સેલ વિભાગ (વેબસાઇટ ઉપર પ્રસિદ્ધ થવા અર્થે.)

Bhakta Kavi Narsinh Mehta University

Junagadh

BOARD OF BUSINESS ADMINISTRATION STUDIES

FACULTY OF Commerce & MANAGEMENT

SYLLABUS FOR

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) PROGRAMME

(SEMESTER- II)

EFFECTIVE FROM JUNE, 2023

Bhakta Kavi Narsinh Mehta University, Junagadh
Syllabus for BBA Semester 2 (As Per NEP 2020)
(Effective from December 2023)

Table 1: BBA Semester 2: Conceptual Framework

SR.	Course Category	Course Code	Credit	Course Name	Teaching Hours	Marks		Total Marks	Exam Duration
						External	Internal		
1.	Major Course	Major-201	4	Modern Management Practices	4	50	50	100	2.00 Hrs
2.	Major Course	Major-202	4	Business Accounting	4	50	50	100	2.00 Hrs
3.	Minor Course	Minor-203	4	Practical Studies – Industrial Visit	4	50	50	100	2.00 Hrs
4.	Multi-Disciplinary Course (MDC) **(Any one)**	MDC-204	4	Business Mathematics	4	50	50	100	2.00 Hrs
		MDC-205		Macro Economics					
5.	Ability Enhancement Course (AEC)	AEC-206	2	Business English-2	2	25	25	50	1.00 Hrs
6.	Skill Enhancement Course (SEC)	SEC-207	2	Computer Science -2	2	25	25	50	1.00Hrs
7.	Value Added Course (VAC)	VAC-208	2	Indian Ethos and Values in Business	2	25	25	50	1.00 Hrs
			22		22	275	275	550	

Semester 2	Bachelor of Business Administration (BBA)	NCrF Level 4.5

Course Title	**Modern Management Practice**

Name ofCourse	Type of Course	Paper Code	Total Teaching Hours	Weekly Credits	Internal Marks	External Marks	External Exam. Time
BBA	Major	Major-201	60	4	50	50	2.00 Hrs.

COURSE OBJECTIVES AND COURSE OUTCOMES:

Course Objectives: On successful completion of the course, the students will be able to:

- Understand Schools of management in relations to actual management practices.
- Explain the recent trend in leadership and motivation.
- Assimilate to emerging approaches for effective management.
- Conceptualise primary aspects of change and strategic management.

Course Outcomes: On successful completion of the course, the students will be able to:

- Apply implications of schools of management in actual management practices.
- Formulate and implement motivation polices and apply leadership knowledge.
- Deal effectively issues relating to change.
- Improve capabilities of the human element for better work performance.

Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, fieldwork, or any other methods can be used. Multimedia device and other relevant tools of ICT should be used to make the teaching and learning process effective and interesting.

COURSE CONTENTS:		
Units	**Title of the Unit and the Topics**	**No. of Lectures (Hours)**
Unit 1	**Schools Of Management Thoughts And Modern Management**	**12**
	Concept of Schools of Management and Management Thoughts; Elementary Idea (Including Chief Contributors, References, Elements, Practical Implications, and Limitations) of Each of the Major Schools of Management – Scientific Management School; Administrative Management; Neoclassical Schools of Management; System School of Management; Contingency Schools of Management.	
Unit 2.	**Managing Employee Motivation and Morale**	**12**
	Employee Motivation: Concept of and Features of Motivation; Types of Financial and Non-Financial Motives; **Job Satisfaction:** Concept and Factors; **Employee Empowerment**: Concept, ways and Means, and Benefits; **Job Enrichment:** Concept and ways/strategies; **Employee Morale:** Concept, Importance of High Morale, and Morale Building Efforts.	
Unit 3.	**Management of Change**	**12**
	Concept and Nature of Change; Planned Change Process; Importance of Change Management; **Resistance to Change:** Concept, Causes and Remedies; **Change Agent**: Concept, Types of Change Agent, and Emerging Role of Change Agents; **Organization Development (OD)**: Only Concept and Features.	
Unit 4.	**Emerging Issues in Management**	**12**
	Creativity and Innovation: Concept of Creativity and Innovation, Efforts for Promoting Innovation and Creativity; **Management Information System** (**MIS):** Concept, Process and Significance; **Total Quality Management** (TQM): Concept of TQM, Tools of TQM, Importance of TQM, and Managerial Implications; **Knowledge Management** (KM): Concept, Features, Importance and Challenges; **Work Life Balance** – Concept, Components, Positive Outcomes and Managerial Actions; Learning Organisation: Only Concept	

Unit 5.	**Introduction to Strategic Management**	**12**
	Definition and Features; Difference between Operative Management and Strategic Management; Strategic Planning Formulation Process; SWOT Analysis: Concept, Components and Uses, 7-S Model: Basic details.	

Note: The Topics and sub-topics of the course shall be discussed in context to actual management practices of leading corporate houses within and outside India.

SUGGESTED REFERENCES

Reference Books

1. Ramesh Rudani: *Principles of Management*, McGraw-Hill India Private Limited, New Delhi, India, 2020
2. LM Prasad: *Principles and Practice of Management*, Sultan Chand & Sons, New Delhi, India.
3. Koontz and Weihrich: *Essentials of Management, McGraw-Hill, New Delhi, India.*
4. Karmindar Ghuman and K. Aswathappa: Management – *Concept, Practice, and Cases, Tata McGraw-Hill Education Pvt., Ltd., New Delhi, India*

Note: Use the latest edition of the books.

Other Sources:

1. Digital and online sources relevant to the topics in the course.
2. Internet Sources
3. Relevant Journals

EVALUATION SCHEME AND DISTRIBUTION OF MARKS (With Effect From December, 2023)	
BBA Semester-2 **For 100-marks Course: With 4 (Four) Credits and 5 (Five) Units**	
Semester-End External Examination	
Total marks: 50 **Time: 2.00 Hrs**	
Unit and Question	Marks
Unit 1: Question 1 OR Question 1	10
Unit 2: Question 2 OR Question 2	10
Unit 3: Question 3 OR Question 3	10
Unit 4: Question 4 OR Question 4	10
Unit 5: Question 5 OR Question 5	10
Total	**50**
Passing Marks for External Examination: 18 Marks (36% of 50 Marks)	
Internal Assessment	
Particulars	**Marks**
Mid-term Examination	25
Any 5 (five) components, each of 5 marks: (N**ote:** Select the components from the Annexure1, attached at the end of this syllabus.	25
Total	**50**
Passing Marks for Internal Assessment: 18 (marks (36% of 50 marks)	
Total Passing Marks: The student shall obtain minimum **36 marks** (minimum 18 marks from Internal Assessment **Plus** minimum 18 marks from External Examination) out of **total 100** marks to pass course	

Semester 2	Bachelor of Business Administration (BBA)	NCrF Level 4.5
Course Title	**Business Accounting**	

Name of Course	Type of Course	Paper Code	Total Teaching Hours	Weekly Credits	Internal Marks	External Marks	External Exam. Time
BBA	Major	Major-202	60	4	50	50	2.00 Hrs.

COURSE OBJECTIVES AND COURSE OUTCOMES:

Course Objectives: On successful completion of the course, the students will be able to:

- Develop conceptual understanding of the basic accounting system through book-keeping mechanism and to impart skills for preparation of financial statements.

Course Outcomes: On successful completion of the course, the students will be able to:

- Acquire knowledge of Accounting concepts, principles and practices.
- Understand basic account standards at domestic and international levels.
- Calculate inventory valuation and accounts of non-profit organisation and insurance claims.
- Provide and apply wide knowledge about final accounts.

Teaching Pedagogy: Theory and Practical Session

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures (Hours)
Unit 1	**Accounting Standards**	**12**
	Definition, Objectives, Benefits, Accounting Standards Board of India, Preparation of Accounting Standard, Setting the Accounting Standards in India by Institute of Chartered Accountant of India (Introduction only)	
Unit 2.	**Valuation of Inventories**	**12**
	Meaning of Inventory, Objectives of Inventory Valuation, Methods of Valuation of Inventory (Practical examples only on FIFO and LIFO methods).	
Unit 3.	**Accounts of Non-profit Making Organization**	**12**
	Distinction between Capital and Revenue Expenses, Receipts and Payments Account, Preparation of Income and Expenditure Account, and Balance Sheet from the Receipt and Payment Account and other Information given. Distinction between Receipts and Payments Account and Income and Expenditure Account.	
Unit 4.	**Insurance Claims**	**12**
	Insurance Claims for Loss of Stock and Loss of Profit.	
Unit 5.	**Final Accounts**	**12**
	Preparation of final accounts of the partnership firm with adjustments, Distribution of profits among the partners.	

Note:80% Practical and 20% Theory

SUGGESTED REFERENCES

Reference Books

1. Financial Accounting- by V.K. Goyal, Excel Books, New Delhi
2. Principles and Practice of Accounting.- by Gupta and Gupta, Sultan Chand & Sons.
3. Introduction to Accountancy-by S.N. Maheshwari, Vikas Publishing House
4. Financial Accounting. By Narayan Swamy, Prentice Hall India.
5. Financial Accounting. By Ashish Bhattacharya, Prentice Hall India.
6. Financial Accounting-by P.C. Tulsian (Tata McGraw Hill Publishing Co.
7. Principles and Practice of Accountancy-by Rana-Dalal, B.S.Shah,Ahmedabad .
8. Principles and Practice of Accountancy –by S.P.Shah, Mahajan Publishing House

EVALUATION SCHEME AND DISTRIBUTION OF MARKS
(With Effect From December, 2023)

BBA Semester-2

For 100-marks Course: With 4 (Four) Credits and 5 (Five) Units

Semester-End External Examination

Total marks: 50 | **Time: 2.00 Hrs**

Unit and Question	Marks
Unit 1: Question 1 OR Question 1	10
Unit 2: Question 2 OR Question 2	10
Unit 3: Question 3 OR Question 3	10
Unit 4: Question 4 OR Question 4	10
Unit 5: Question 5 OR Question 5	10
Total	**50**
Passing Marks for External Examination: 18 Marks (36% of 50 Marks)	

Internal Assessment	
Particulars	**Marks**
Mid-term Examination	25
Any 5 (five) components, each of 5 marks: **Note:** Select the components from the Annexure 1, attached at the end of this syllabus.	25
Total	**50**
Passing Marks for Internal Assessment : 18 (marks (36% of 50 marks)	
Total Passing Marks: The student shall obtain minimum **36 marks** (minimum 18 marks from Internal Assessment **Plus** minimum 18 marks from External Examination) out of **total 100** marks to pass course	

Semester 2	**Bachelor of Business Administration (BBA)**	**NCrF Level 4.5**
Course Title	**Practical Studies – Industrial Visit**	

Name of Course	**Type of Course**	**Paper Code**	**Total Teaching Hours**	**Weekly Credits**	**Report Marks**	**Viva Marks**	**External Exam. Time**
BBA	Minor	Minor-203	60	4	50	50	-

COURSE OBJECTIVES AND COURSE OUTCOMES:

Course Objectives: On successful completion of the course, the students will be able to:

- Develop a feel about industrial environment and business practice.
- Inculcate a practical base as a supplement to the theoretical study of the management in general.

Course Outcomes: On successful completion of the course, the students will be able to:

- Understand and apply practical knowledge in major areas of business management.
- Explain actual management practices.
- Identify basic managerial qualities and skills for better management.

Teaching Pedagogy: Classroom lecture, online data collection, observation, question-answer session, issuing instructions before and during industrial visit, etc.

COURSE CONTENTS:		
Units	**Title of the Unit and the Topics**	**No. of Lectures (Hours)**
	GUIDELINES FOR PRACTICAL TRAINING	**12**
	General Guidelines 1. **Minimum number of units to be visited**: One. 2. **Time and Duration of Visit:** A one-day industrial visit shall be organised by the academic institute for all students on any convenient day during December-January every year 3. **The unit to be visited must be from the following sector:** a. Manufacturing Unit b. Non-manufacturing Unit (Trading Unit, Retailing Unit) c. Service sector (Bank, Insurance, Financial institution, Infrastructure unit, etc.) d. Non-profit organization (Big educational institution, charitable institution. etc.) (**Note:** The manufacturing unit or an institution must be large enough to provide practical information about major areas of management) 4. **Nature of Visit:** The visit will include the following aspects: **General Information:** (i). Introduction of company and location (ii). Location chart and location details (iii). Form of organization& its features (iv). Type of organization & org. chart (v). Year of establishment and brief history (vi). Name of Promoters and existing managing group (vii). Installed and utilized production capacity (viii). Contribution of the unit to the industry and society (ix). Bankers and auditors (x). Industrial relations with other unit & society	

(xi). Trade union & its activities
(xii). Competitors
(xiii). Any achievement & awards
(xiv). Number of shifts & time keeping system
(xv). Any other information relevant the industrial organisation
(xvi). Any other information relevant the industrial organisation

Departmental Information:

(i). Products of the company
(ii). Plant Lay-out
(iii). Manufacturing process
(iv). Name of raw materials& its sources
(v). Name of different departmental managers
(vi). Workers & Employees: Total workers-skilled &unskilled. Total employees- Executives, Officers, & other staff members
(vii). Employee's facility and welfare services
(viii). Number of products and brand name
(ix). Distribution channel
(x). Advertising media
(xi). Domestic and international markets
(xii). Total Capital& types of issued capital
(xiii). Loan & borrowed capital
(xiv). Last year Sales
(xv). Last year Profits
(xvi). Dividend declared by company

Guidelines for Drafting Training Report

Follow the instruction given below while drafting the report:

1. **Writing Style:** Report must be typed in the Font size 14 pt, Times New Roman, 1.5 spacing line, A4 size paper and printed on one side of paper. Print in black colour and no boarder and decoration required.

2. **Binding Type:** Preferably hardbound.

3. **Format of the Report** : Prepare report as per following sequence:

a. **Cover Page:** Preferably saffron in colour and attach a sticker/chit of paper on the front cover showing full details of the students on it.
b. **Title Page:** Full name of students, Semester number, roll/seat number, name of unit visited, name of academic institutions, etc.
c. **Company Detail:** Name, address, phones, fax, website, e-mail address, etc.
d. A Copy of the Certificate issued by the concerned teacher (optional)
e. Student's declaration regarding originality of the report.
f. Acknowledge
g. Preface/Introduction
h. Index with contents and page number
i. **Main part of the report** – General information and other practical details (as shown in Part A)
j. Conclusion and suggestions
k. Bibliography (if any)
l. Appendix (if necessary)

Only Practical aspects are required. Therefore the Book-concepts should be avoided from the reportso far possible.

GENERAL INSTRUCTIONS FOR THE TEACHER AND STUDENTS:

Following instructions must be followed while preparing the training report:

1. The teacher concerned shall teach the students the topics referred to above prior to the visit to the industry.
2. All students shall draft their training report independently which shall be checked and certified by the teacher concerned.
3. The Student shall prepare his Practical Studies report in two copies, the first copy submitted to the college/institute, and the second copy can be retained as his personal copy.
4. Draft the report as per guidelines given as above.
5. The report shall be assessed by the panel of examiners appointed by the University. The student also shall be examined by Viva-voce by the same panel of examiners.
6. The Practical Studies curriculum shall be assigned an overall weekly three credits equivalent teaching workload.

Instructions for the Project Guide:

The teacher, or project guide, has to provide the students necessary guidance and instructions, before the visit is conducted. It his/her duty to to undertake all efforts to prepare the students for industrial visit. During the visit, she/he has to accompany the students, provide necessary support as and when needed, and monitor the entire visit event.

After the visit, the teacher has to issue instructions for drafting the rough report. The teacher has to check the primarily draft report of each of the students, put remarks for corrections, and approve the final draft before the report is sent for typing and binding. Each student is required to produce him/her an approved draft report duly signed by the project guide while submitting the institution the final copy of report. The guide has to verify that all corrections have been duly incorporated in the final report. A final submitted report must be certified by the teacher and the principal with seal and signature. A teacher, the head of institute and the managing trust is fully responsible for this course. The teacher can allocate his/her lecture hours as per the requirement and his/her convenience.

SUGGESTED REFERENCES

References

As per need, the project guide or teacher can recommend reference books and other sources necessary to understand functioning of the industrial unit and prepare of the report.

EVALUATION SCHEME AND DISTRIBUTION OF MARKS
(With Effect From December, 2023)

INTERNAL ASSESSMENT

NO	Particulars	Marks
	-	-

EXTERNAL ASSESSMENT BY UNIVERSITY 100 Marks

	Particulars	Marks
Report	Quality of contents and overall presentation of details	50
Viva Voce	One-to-one evaluation of each of the students by the examiners appointed by the university.	50
	Total Marks	**100**

Passing Standard

- Passing level is 36% marks, out of total the 100 marks paper
- Student must obtain oval all minimum 36 marks (from report and viva voce) i.e., aggregate 36 marks to pass the course.

Semester 2	Bachelor of Business Administration (BBA)	NCrF Level 4.5

Course Title	Business Mathematics

Name of Course	Type of Course	Paper Code	Total Teaching Hours	Weekly Credits	Internal Marks	External Marks	External Exam. Time
BBA	Multi-Disciplinary	MDC-204	60	4	50	50	2.00 Hrs.

COURSE OBJECTIVES AND COURSE OUTCOMES:

Course Objectives: On successful completion of the course, the students will be able to:

- To improve mathematical skill.
- To clear business concept and revise mathematics' knowledge of students.
- To integrate mathematical concept for business.

Course Outcomes: On successful completion of the course, the students will be able to:

- Mathematical skill helps in making business decision.
- Logical and reasoning abilities improvement in.

Teaching Pedagogy: Classroom session, group discussion, seminar, case study, fieldwork, or any other suitable method

COURSE CONTENTS:		
Units	**Title of the Unit and the Topics**	**No. of Lectures (Hours)**
Unit 1	**Matrix**	**12**
	Matrices ▪ Meaning and definition ▪ Types of matrix ▪ Addition , Subtractions and multiplications of two matrix ▪ Inverse of matrix ▪ Solution of equations by matrix inversion ▪ Examples	
Unit 2.	**Determinant**	**12**
	▪ Definitions ▪ Order 2X2 , 3X3 ▪ Properties of determinants ▪ Cramer's Rule ▪ Examples	
Unit 3.	**Limits**	**12**
	▪ Introduction ▪ Meaning of $X \to a$, $X \to 0$, $X \to \infty$ ▪ Rules of limits ▪ Standard Limits 1 $\lim \frac{xn-an}{x-a}$ $X \to a$ 2 $\lim_{n\to\infty}\left(1+\frac{1}{n}\right)^n = e$ 3 $\lim \frac{ah-1}{h} = \log a$	

	$h \to 0$, 4 $\lim \frac{eh-1}{h}$ = log e $h \to 0$, Examples	
Unit 4.	**Differentiations**	**12**
	▪ Meaning and definitions ▪ Differentiations of some functions ▪ Rules of Differentiations Examples	
Unit 5.	**Mathematics of Finance**	**12**
	▪ Introduction ▪ Simple Interest, Compound Interest ▪ Effective Rate of Interest ▪ Present value of Money under Compound Interest ▪ Annuity & sinking Fund Examples	
Note: -		

SUGGESTED REFERENCES

Reference Books

1. Business mathematics bySancheti and Kapoor - Sultan & Chand
2. Fundamental of mathematics and statistics by V. K. Kapoor & S.C. Gupta – Sultan & Chand
3. Business mathematics bySancheti and Kapoor - Sultan & Chand

Note: Use the latest edition of the books.

Other Sources:

1. Digital and online sources relevant to the topics in the course.
2. Internet Sources
3. Relevant Journals

EVALUATION SCHEME AND DISTRIBUTION OF MARKS (With Effect From December, 2023)	
BBA Semester-2 **For 100-marks Course: With 4 (Four) Credits and 5 (Five) Units**	
Semester-End External Examination	
Total marks: 50	**Time: 2.00 Hrs**
Unit and Question	Marks
Unit 1: Question 1 OR Question 1	10
Unit 2: Question 2 OR Question 2	10
Unit 3: Question 3 OR Question 3	10
Unit 4: Question 4 OR Question 4	10
Unit 5: Question 5 OR Question 5	10
Total	**50**
Passing Marks for External Examination: 18 Marks (36% of 50 Marks)	
Internal Assessment	
Particulars	**Marks**
Mid-term Examination	25
Any 5 (five) components, each of 5 marks: **Note**: Select the components from the Annexure1, attached at the end of this syllabus.	25
Total	**50**
Passing Marks for Internal Assessment : 18 (marks (36% of 50 marks)	
Total Passing Marks: The student shall obtain minimum **36 marks** (minimum 18 marks from Internal Assessment **Plus** minimum 18 marks from External Examination) out of **total 100** marks to pass course	

Semester 2	**Bachelor of Business Administration (BBA)**	**NCrF** **Level 4.5**
Course Title	**Macro Economics**	

Name of Course	Type of Course	Paper Code	Total Teaching Hours	Weekly Credits	Internal Marks	External Marks	External Exam. Time
BBA	Multi-Disciplinary	MDC-205	60	4	50	50	2.00 Hrs.

COURSE OBJECTIVES AND COURSE OUTCOMES:

Course Objectives: On successful completion of the course, the students will be able to:

- To acquaint the student with basic concepts of economics
- To make them aware of basic components of economy
- To make enable students to understand application of macro-economic theories in actual situation
- To develop ability of students to apply principles, concepts and tools of macro-economics

Course Outcomes: On successful completion of the course, the students will be able to:

- Explain and apply various macroeconomics concepts to take or suggest appropriate decisions in actual market condition

Teaching Pedagogy: Classroom session, group discussion, seminar, case study, fieldwork, or any other suitable method

COURSE CONTENTS:		
Units	**Title of the Unit and the Topics**	**No. of Lectures (Hours)**
Unit 1	**Demographic Issues**	**12**
	Demographic Theories: Importance of study of demographic theories, concepts of birth, death, death rates, life expectancy and density of population; Population Explosion: Causes, Impacts, and Solutions	
Unit 2.	**Unemployment**	**12**
	Meaning, types, causes, current scenario and solution and the governments measures to control unemployment	
Unit 3.	**Inflation**	**12**
	Meaning, types, causes, effects of inflation on various segments, and solutions; Price index (meaning and types)	
Unit 4.	**National income**	**12**
	Concepts of national income, GDP, NDP, GNP, NNP, per capita income, personal income, personal disposable income, and trends of national income; Methods of measuring national income; Inequalities of Income: Meaning, types, causes and effects	
Unit 5.	**International Trade**	**12**
	Meaning of Trade, difference between Internal and International Trade, Balance of payment and Balance of trade; Meaning and impacts of Tariffs, import quotas, Exchange controls, Dumping, Devaluation (Basic concepts only)	
Note:-		

SUGGESTED REFERENCES

Reference Books

1. Principles of economics by DM Mithani –Himalaya Publication House
2. Indian economy- by Mishra and Puri – Himalaya Publication House
3. Macro business environment by Suman K. Chakraborty – Himalaya Publication House
4. Macroeconomics (theory and policy) by HL Ahuja – S. Chand Publication

Note: Use the latest edition of the books.

Other Sources:

1. Digital and online sources relevant to the topics in the course.
2. Internet Sources
3. Relevant Journals

EVALUATION SCHEME AND DISTRIBUTION OF MARKS

(With Effect From December, 2023)

BBA Semester-2

For 100-marks Course: With 4 (Four) Credits and 5 (Five) Units

Semester-End External Examination

Total marks: 50	**Time: 2.00 Hrs**
Unit and Question	Marks
Unit 1: Question 1 OR Question 1	10
Unit 2: Question 2 OR Question 2	10
Unit 3: Question 3 OR Question 3	10
Unit 4: Question 4 OR Question 4	10
Unit 5: Question 5 OR Question 5	10
Total	**50**
Passing Marks for External Examination: 18 Marks (36% of 50 Marks)	

Internal Assessment	
Particulars	**Marks**
Mid-term Examination	25
Any 5 (five) components, each of 5 marks: **Note**: Select the components from the Annexure1, attached at the end of this syllabus.	25
Total	**50**
Passing Marks for Internal Assessment : 18 (marks (36% of 50 marks)	
Total Passing Marks: The student shall obtain minimum **36 marks** (minimum 18 marks from Internal Assessment **Plus** minimum 18 marks from External Examination) out of **total 100** marks to pass course	

Semester 2	**Bachelor of Business Administration (BBA)**	**NCrF** **Level 4.5**

Course Title	**Business English-2**

Name of Course	Type of Course	Paper Code	Total Teaching Hours	Weekly Credits	Internal Marks	External Marks	External Exam. Time
BBA	Ability Enhancement Course (AEC)	AEC-206	30	2	25	25	1.00 Hrs.

COURSE OBJECTIVES AND COURSE OUTCOMES:

Course Objectives: On successful completion of the course, the students will be able to:

- To develop basic proficiency in English language for routine communication
- To motivate students in enhancing their speaking skills through interesting exercises
- To aware the students about fundamental aspects of grammar and its application

Course Outcomes: On successful completion of the course, the students will be able to:

- Student will learn about business oriented English and its relevance.
- Student will practise the knowledge acquired in routine situations.
- Student will build confidence in producing accurate language through exposure of grammar.

Teaching Pedagogy: Chalk & Talk, Translation, Direct/Indirect Method, Role-play, Group Discussion, Seminar, Case Study, Presentation, CALL, MALL, TALL

COURSE CONTENTS:		
Units	**Title of the Unit and the Topics**	**No. of Lectures (Hours)**
Unit 1	**Business English**	**15**
	▪ Dialogue writing (college, bank, café, library, hotel) ▪ Business letter: introduction, importance, formats, parts of business letter (enquiry, reply, order letters understanding and practice) ▪ Reading comprehension (unseen paragraph) (New words, phrases, idioms and other linguistics aspects can be discussed while teaching above topics to enrich the language of students)	
Unit 2.	**Grammar & Vocabulary**	**15**
	▪ Tenses: introduction, verbs forms-regular/irregular ▪ Auxiliaries: primary & modal ▪ One word substitute (list is prescribed)	

Note:

1. Information of MOOC courses can be introduced as per UGC Guidelines for upgrading and acquiring advanced levels in English language and Communication
2. Relevant resources can be suggested to generate interest among students as well as develop positive attitude towards English language
3. Special Work Books/Manuals can be prepared for more practice of developing primary skills of language i.e. listening, speaking, reading and writing.

SUGGESTED REFERENCES

Reference Books:

1. Business Communication by Urmila Rai and S.M. Rai. Himalaya Publishing House
2. Effective Technical Communication by M Ashraf Rizvi. Tata Mc Graw hill
3. Spoken English: A Foundation Course by Kamlesh Sadanand and Susheela Punitha (Part I and Part II)
4. Intermediate English Grammar: Reference and Practice for South Asian Students by Raymond Murphy. Cambridge University Press

Appendix-1: One Word Substitute

Sr. No.	Definition	Word
1.	A short but amusing story	Anecdote
2.	An unknown person	Anonymous
3.	At the same time	Contemporary
4.	Award given after death	Posthumous
5.	Borrow ideas and steal others words	Plagiarism
6.	Favoring own kith and kin	Nepotism
7.	Fear of speaking	Lalophobia
8.	Language difficult to understand	Jargon
9.	Longing for something	Nostalgia
10.	One who compiles dictionary	Lexicographer
11.	One who has many talents	Versatile
12.	One who is the most powerful	Omnipotent
13.	One who is very careful and particular	Meticulous
14.	Person with a beautiful handwriting	Calligrapher
15.	Speech without preparation	Extempore
16.	Using of new words	Neology
17.	The arrangement of events or dates in the order of their occurrence	Chronology
18.	Safe to drink	Potable
19.	A thing that is kept as a reminder of a person, place, or event	Souvenir
20.	A large bedroom for a number of people in a school or institution	Dormitory
21.	One who studies the evolution of mankind	Anthropologist
22.	A person who is trained to travel in a spacecraft	Astronaut
23.	A person employed to drive a private or hired car	Chauffeur
24.	A disease which attacks many people in a particular area in one time	Epidemic
25.	A place for feet or a speaker's platform	Podium
26.	former student or pupil of a school, college, or university	alumni
27.	Someone who loves collecting books	Bibliophile
28.	One who loves his country	Patriot
29.	Open to more than one interpretation	Ambiguous
30.	Cure for all disease	Panacea

EVALUATION SCHEME AND DISTRIBUTION OF MARKS

(With Effect From December, 2023)

BBA Semester-2
For 50-marks Course: With 2 (Two) Credits, and 2 (Two) Units

Semester-End External Examination

Total marks: 25 **Time: 1.00 Hrs**

Unit and Question	Marks
Question 1: **(a) Attempt any one dialogue** **(b) Attempt any one letter**	10
Question 2: **Do as directed** **Tenses:** (Fill in the blanks with appropriate verb form with the verb given in the bracket- 03 marks) **Auxiliaries:** (Fill in the blanks from given options- 03 marks) **One word substitute:** (Define the word or give one word substitute- 04 marks)	10
Question 2: **Read the above (given) paragraph and answer the questions given below (Reading Comprehension)**	5
Total	**25**
Passing Marks for External Examination: 9 Marks (36% of 25 Marks)	

Internal Assessment	
Particulars	**Marks**
Mid-term Examination	13
Any 4 (five) components, each of 3 marks: **Note**: Select the components from the Annexure2, attached at the end of this syllabus.	12
Total	**25**
Passing Marks for Internal Assessment : 9 Marks (36% of 50 marks)	
Total Passing Marks: The student shall obtain minimum **18 marks** (minimum 9 marks from Internal Assessment **Plus** minimum 9 marks from External Examination) out of **total 50** marks to pass course	

Semester 2	Bachelor of Business Administration (BBA)	NCrF Level 4.5

Course Title	**Computer Scinece-2**

Name of Course	Type of Course	Paper Code	Total Teaching Hours	Weekly Credits	Internal Marks	External Marks	External Exam. Time
BBA	Skill Enhancement Course (SEC)	SEC-207	30 Theory 15 Practical 30	2 Theory 1 Practical 1	25	25	1.00 Hrs.

1 Hour Theory = 1 Credit; 2 Hours Practical=1 Credit

COURSE OBJECTIVES AND COURSE OUTCOMES:

Course Objectives: On successful completion of the course, the students will be able to:

- To provide an overview of the fundamental concepts of computer operating system
- To provide an overview of the fundamental concepts of Word Processing
- To enable students to understand the basics of computer operating system.
- To familiarize students with the various components of computer operating system
- To enable students to understand the basics operations of word processing

Course Outcomes: On successful completion of the course, the students will be able to:

- Understand the fundamental concepts of computer operating system
- Identify and describe the various components of a computer system and their functions.
- Understand the fundamental concepts of word processing.

Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, fieldwork, or any other methods can be used. Multimedia device and other relevant tools and modern technology should be used to make the teaching and learning process effective and interesting. Computer Lab Session for Practical and Project Related Courses.

COURSE CONTENTS:		
Units	**Title of the Unit and the Topics**	**No. of Lectures (Hours)**
Unit 1	**Introduction to GUI Based Operating System**	**07**

	▪ Introduction
	▪ Basics of Operating System
	    o Operating system
	    o Basics of popular operating system (DOS,UNIX, LINUX, WINDOWS)
	▪ File and Directory Management
	▪ Types of files
	▪ The User Interface
	    o Task Bar
	    o Icons
	    o Start Menu
	    o Running an Application
	▪ Operating System Simple Setting
	▪ Changing System Date And Time
	▪ Changing Display Properties (Wallpaper, Screen Resolution, Screen Saver, etc)	

Unit 2.	**Word Processing**	**08**

	▪ Introduction to Word Processing Software
	▪ Objectives
	▪ Word Processing Basics
	▪ Opening Word Processing Package
	▪ Menu Bar
	▪ Opening and closing Documents
	    o Opening Documents
	    o Save and Save as
	    o Page Setup	

<table>
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Print Preview
Printing of Documents

Text Creation and manipulation
Document Creation

Editing Text
Text Selection
Cut, Copy and Paste
Font and Size selection
Alignment of Text
Adding Clip Art Pictures
Adding Images
Inserting Other Objects

Formatting the Text

Paragraph Indenting
Bullets and Numbering
Changing case

Creating Columns inside a Page
Page Layout and Margins

Setting Page Size
Changing Page Orientation
Setting Page Margins
Header and Footers
Inserting Watermark

Table Manipulation

Draw Table
Changing cell width and height
Alignment of Text in cell
Delete / Insertion of row and column
Border and shading

</td><td></td></tr>
<tr><td>Unit 1& 2</td><td>Practical & Viva</td><td>30</td></tr>
<tr><td colspan="3"></td></tr>
</table>

SUGGESTED REFERENCES

Reference Books

1. Microsoft Office for Beginners, By M. L. Humphrey
2. Microsoft Office 2019 Beginner, By M. L. Humphrey
3. Mastering MS Office , By Bittu Kumar
4. Microsoft Office Training Guide, By Prof. Satish Jain M. Geetha Kratika, BPB Publications
5. Working in Microsoft Office, By Ron Mansfield
6. Windows 10 Step By Step, By Joan Lambert
7. Windows 10 Inside Out, By Ed Bott and Craig Stinson

Note: Learners are advised to use latest edition of books

EVALUATION SCHEME AND DISTRIBUTION OF MARKS

(With Effect From December, 2023)

BBA Semester-2

For 50-marks Course: With 2 (Two) Credits, and 2 (Two) Units

Semester-End External Examination

Total marks: 25 **Time: 1.00 Hrs**

Unit and Question	Marks
Unit 1: Question 1 **OR** Question 1	10
Unit 2: Question 2 **OR** Question 2	10
Unit 1 & 2: Question 3 from Unit 1 **OR** Question 3 form Unit 2	5
Total	**25**
Passing Marks for External Examination: 9 Marks (36% of 25 Marks)	

<table>
<tr><td colspan="2"></td></tr>
<tr><td colspan="2">Internal Assessment</td></tr>
<tr><td>Particulars</td><td>Marks</td></tr>
<tr><td>Mid-term Examination (Practical: Computer Practical Examination):</td><td>13</td></tr>
<tr><td>Any 4 (five) Components, each of 3 Narks:

Note: Select the components from the Annexure2, attached at the end of this syllabus.</td><td>12</td></tr>
<tr><td>Total</td><td>25</td></tr>
<tr><td colspan="2">Passing Marks for Internal Assessment : 9 marks (36% of 50 marks)</td></tr>
<tr><td colspan="2"></td></tr>
<tr><td colspan="2">Total Passing Marks: The student shall obtain minimum 18 marks (minimum 9 marks from Internal Assessment Plus minimum 9 marks from External Examination) out of total 50 marks to pass course</td></tr>
</table>

Semester 2	Bachelor of Business Administration (BBA)	NCrF Level 4.5
Course Title	**Indian Ethos and Values in Business**	

Name of Course	Type of Course	Paper Code	Total Teaching Hours	Weekly Credits	Internal Marks	External Marks	External Exam. Time
BBA	Value Added Course (VAC)	VAC-208	30	2	25	25	1.00 Hrs.

COURSE OBJECTIVES AND COURSE OUTCOMES:

Course Objectives: On successful completion of the course, the students will be able to:

- To sensitize students about fundamental values and principles about life and try to help them in building strong & ethical character.
- To stimulate moral imagination of students.
- To enhance quality behavior among all stake holders.
- Stimulate student's sense of responsibility.

Course Outcomes: On successful completion of the course, the students will be able to:

- Understand the Foundations of Indian Ethos.
- Apply Ethical Principles to Business Decision-Making.
- Examine the Role of Dharma in Business.
- Create a Personal Code of Ethics.

Teaching Pedagogy Classroom session, group discussion, seminar, case study, fieldwork, or any other suitable method.

COURSE CONTENTS:		
Units	**Title of the Unit and the Topics**	**No. of Lectures (Hours)**
Unit 1	**Values and Ethics in Business**	**15**
	Values: Nature of Values, Types and Formation of Values, Core Virtues and Values and Behaviour, Values for Indian Managers. **Ethics:** Development of Ethics, Causes of Unethicality, Importance of Ethics and Values in Business, Ethos of Vedanta in Management; Brief Overview of Models of Business Ethics: YVK Foundation and IOM Framework.	
Unit 2.	**Knowledge, Wisdom And Dharma**	**15**
	Knowledge And Wisdom: Meaning and of Knowledge and Wisdom, Difference Between Knowledge and Wisdom, Knowledge Worker Versus Wisdom Worker, Concept of Knowledge Management and Wisdom Management. **Concept of Dharma & Karma Yoga:** Concepts and Elements of Dharma and Adharma, Concept and Kinds of Karm Yoga, Nishkam Karma and Sakam Karma. Total Quality Management, Quality of Life and Quality of Work Life.	
Note: -		

SUGGESTED REFERENCES

Reference Books:

1. Kaur, Tripat; Values & Ethics in Management, Galgotia Publishers.
2. Chakraborty, S.K.; Human values for Managers.
3. Chakraborty, S.K.; Ethics in Management: A Vedantic Perspective, Oxford University Press.
4. R. R. Gaur, R Sangal & G P Bagaria, A foundation course in Human Values and Professional Ethics, Excel Books.
5. Manuel G. Velasquez, Business Ethics, Pearson.
6. S. B. Gogate, Human Values & Professional Ethics Vikas Publishing House Pvt. Ltd.

Website:

1. http://www.ethicstrainingguide.com/2009/08/importance-of-values-and-ethics-in.html
2. http://www.managementstudyguide.com/values-ethics.htm
3. http://einquisitive.com/definition-of-knowledge-and-wisdom/
4. http://www.bukisa.com/articles/525610_quality-of-work-life
5. http://articles.economictimes.indiatimes.com/2009-01-18/news/28462497_1_corporategovernance-satyam-books-fraud-by-satyam-founder.

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

EVALUATION SCHEME AND DISTRIBUTION OF MARKS

(With Effect From December, 2023)

BBA Semester-2
For 50-marks Course: With 2 (Two) Credits, and 2 (Two) Units
Semester-End External Examination

Total marks: 25 **Time: 1.00 Hrs**

Unit and Question	Marks
Unit 1: Question 1 **OR** Question 1	10
Unit 2: Question 2 **OR** Question 2	10
Unit 1 & 2: Question 3 from Unit 1 **OR** Question 3 form Unit 2	5
Total	**25**
Passing Marks for External Examination: 9 Marks (36% of 25 Marks)	

Internal Assessment	
Particulars	**Marks**
Mid-term Examination	13
Any 4 (five) Components, each of 3 Narks: **Note**: Select the components from the Annexure2, attached at the end of this syllabus.	12
Total	**25**
Passing Marks for Internal Assessment : 9 marks (36% of 50 marks)	
Total Passing Marks: The student shall obtain minimum **18 marks** (minimum 9 marks from Internal Assessment **Plus** minimum 9 marks from External Examination) out of **total 50** marks to pass course	

Annexure1:		
Scheme for Internal Assessment (As per SOP by the Government) **For 4 (Four) Credit and 100-marks Course**		
INTERNAL EVALUATION SCHEME		
	Particulars	**Marks**
	Mid-Semester Examination	**25**
	Any Five Components from the Following List:	**25**
1.	Class Test	05
2.	Open book exam/test	05
3.	Open note exam/test	05
4.	Self-test/ Online test	05
5.	Essay/Article writing	05
6.	Quizzes/Objective test	05
7.	Class assignment	05
8.	Home assignment	05
9.	Reports Writing	05
10.	Research/Dissertation	05
11.	Case Studies	05
12.	Viva/Oral exam	05
13.	Group Discussion	05
14.	Role Play	05
15.	Paper presentation/Seminar	05
16.	Language Lab work	05
17.	Interview	05
18.	Craft work	05
19.	Co-curricular work	05
20.	Field Assignment	05
21.	Poster Presentation	05
22.	Attendance	05
	Total	**50**
Note: The student has to obtain 18 marks (36% marks out of total 50 marks) for passing the Internal Examination		

Annexure2:		
Scheme for Internal Assessment (As per SOP by the Government) **For 2 (Two) Credit and 50-marks Course**		
INTERNAL EVALUATION SCHEME		
	Particulars	**Marks**
	Mid Semester Exam	**13**
	Any four Components from the Following List:	**12**
1.	Class Test	03
2.	Open book exam/test	03
3.	Open note exam/test	03
4.	Self-test/ Online test	03
5.	Essay/Article writing	03
6.	Quizzes/Objective test	03
7.	Class assignment	03
8.	Home assignment	03
9.	Reports Writing	03
10.	Research/Dissertation	03
	Case Studies	03
11.	Viva/Oral exam	03
12.	Group Discussion	03
13.	Role Play	03
14.	Paper presentation/Seminar	03
15.	Language Lab work	03
16.	Interview	03
17.	Craft work	03
18.	Co-curricular work	03
19.	Field Assignment	03
20.	Poster Presentation	03
21.	Attendance	03
	Total	25
Note: The student has to obtain 9 marks (36% marks out of total 25 marks) Marks for passing the Internal Examination		