

**1<sup>st</sup> Semester BBA**  
**FUNDAMENTALS OF MANAGEMENT**

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<b>Major 1</b>	<b>Level 100</b>	<b>Paper Code: UBBAMAJ11001</b>	<b>Paper Type: Theory</b>
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**Full Marks – 75**

**Lectures – 40 Hours**

*Course Outcomes: On successful completion of the course, students will demonstrate*

- *the ability to understand concepts of business management, principles, and functions of management.*
- *the ability to explain the process of planning and decision-making.*
- *the ability to develop organizational structures based on authority, tasks, and responsibilities.*
- *the ability to explain the principles of directing, and methods of controlling.*

**UNIT 1: Introduction to Management**

**(12 Lectures)**

Introduction –Meaning, Nature, and Characteristics of Management - Scope and Functions of Management; Management as a Science, Arts or Profession; Management and Administration

Evolution of management thought; Scientific Management, Bureaucratic Approach, Fayol’s Administrative Theory, Human Relations Approach, Systems Approach, and Contingency Approach

**UNIT 2: Planning and Decision Making**

**(10 Lectures)**

Nature, Importance, and Purpose of Planning - Planning Process; Objectives and goals; Forecasting – Importance of Forecasting in Planning; Decision Making- Process and Techniques Importance and steps; Models of Decision-making; Long-run and Short-run Plans; Strategic and Operational Plans; Management by Objective- MBO process, and Benefits

**UNIT 3: Organizing and Staffing**

**(10 Lectures)**

Nature and purpose of Organization; Organization Chart, Functional Organization, Product Organization, Matrix Organization; Principles of Organizing; Delegation of Authority; Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing; Factors Affecting Organization Structure; Formal and informal Organization

**UNIT 4: Directing and Controlling**

**(8 Lectures)**

Meaning and Nature of Direction, Principles of Direction; Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles;

Controlling: Meaning and steps in controlling, Essentials of Effective Control System, Internal Control and External Control, Methods of Control

**Suggested Readings**

1. Stephen P. Robbins, Management, Pearson
2. H. Koontz and C. O’Donnell, Essentials of Management, McGraw Hill.
3. L.M. Prasad, Principles and Practice of Management, Sultan Chand & Sons, 20th Edition.
4. V.S.P Rao, Management Process and Organization, Excel Books.

5. T. Ramaswamy, Principles of Management, Himalaya Publishing House

**1<sup>st</sup> Semester BBA**

**BUSINESS ENVIRONMENT**

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<b>Minor 1</b>	<b>Level 100</b>	<b>Paper Code: UBBAMIN11001</b>	<b>Paper Type: Theory</b>
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**Full Marks 75**

**Lectures 40**

[To make students acquainted with the knowledge of the different components of the business environment so that they can assess the effect of the different components of the business environment on the operation of business and industry of the country.]

**Unit I: (10 Lectures)**

Meaning of Business Environment, Factors affecting the environment of the business, Internal and external environment, micro-environment, and macro environment. Types of environments. Meaning and need of environmental analysis. Meaning and features of competitive structure analysis. Levels of competition

**Unit II: (10 Lectures)**

Economic And Political Environment: Political Economy- Structure and Importance;. Economic Policies of India – Meaning and Impact of Monetary Policy, Fiscal Policy, Exim Policy and New Industrial Policy. Recent Economic Reforms. Meaning and types of political environment. Impact of political environment on business in India.

**Unit III: (10 Lectures)**

Technological Environment and Natural Environment: Meaning and Significance of technological environment. Impact of technological environment on business. Impact of changes in technology on business. Technology and Society. IT revolution and its impact on business. Digital transformation in Indian business. Meaning and nature of the physical environment. Impact of the natural environment on business.

**Unit IV: (10 Lectures)**

Global Environment: Meaning and dimensions of the global environment. Stages and essential conditions of globalization. Foreign market entry strategies. Merits and demerits of globalization of business. Impact of globalization on Indian businesses. Globalization MNCs, TNCs. Functions of WTO, GATT, G20, BRICS, ASEAN & SAARC

***Suggested Readings***

1. Francis Cherunilam, Business Environment
2. Aswathappa K, Essentials of Business Environment

3. Garg V K, Economic Environment of Business

**1<sup>st</sup> Semester**  
**BUSINESS COMMUNICATION**

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<b>SEC 1</b>	<b>Level 100</b>	<b>Paper Code:</b> UBBASEC11001	<b>Paper Type:</b> Theory
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**Full Marks: 75**

**Lectures: 40**

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To inculcate in students of BBA the skill of writing business communications in a professional style so that they can handle business reports, letters, quotations, and tenders independently. The objective of this paper is, also, to train them in handling electronic media and computers in preparing presentations and reports.

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**Unit I**

**10 Lectures**

Nature of Communication Process of Communication, Goals of Business Communication, Types of Communication (verbal & Non-Verbal), Importance of Communication, Different forms of Communication, Principles of Business Communication, Oral and non-verbal Communication, Oral Communication essentials, Barriers to Communication

**Unit II**

**10 Lectures**

The Process of Writing- Planning, Writing and Completing a Business Message; Writing a Complete Report and Proposal, Writing a Negative Message, Writing a Positive Message, Writing a Persuasive Message; Writing a Complete Business Report; Elements of structure, Process of writing, Order of writing, the final draft, check-lists for reports

**Unit III**

**10 Lectures**

Business Correspondence: Letter Writing, e-mail etiquette, presentation, inviting quotations, sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letters, preparing the Resume.

**Unit IV**

**10 Lectures**

Print and Electronic Messages, Professional Communication in Digital and Social-Media, Oral Presentation Importance, Characteristics, Presentation Plan, Power-point presentation, and Visual aids.

**Suggested Readings:**

Courtland, L. Bovee, Thill and Raina. Business Communication Today, Pearson, 2022

Ober, Newman, Communicating in Business, Cengage Learning, 2013

Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH

Shirley Taylor, Communication for Business, Pearson Education

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**Evaluation Scheme:** Evaluation of these three courses of 1<sup>st</sup> Semester BBA will be as per the guidelines outlined in FYUGP

**Semester II**  
**MARKETING MANAGEMENT**

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<b>Major 2</b>	<b>Level 100</b>	<b>Paper Code: UBBAMAJ12002</b>	<b>Paper Type: Theory</b>
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**Full Marks 75**

**Lectures 40**

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This course aims to familiarize students with the marketing function in organizations. It will equip the students with an understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing.

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**Unit I: (10 Lectures)**

Introduction: Nature, Scope, and Importance of Marketing, Evolution of Marketing; Core marketing concepts- Production concept, Product concept, the Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, economic, political, legal, socio-cultural, technological environment (Indian context); Marketing Management Tasks

**Unit II: (10 Lectures)**

Product: Marketing Strategies for Consumer products and Industrial products, Product line, and Product diversification, Product Differentiation, Service Differentiation, Packaging, Labeling, and Warranties

Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting, and Positioning

**Unit III: (10 Lectures)**

Pricing, Objective of Pricing, Cost-plus Pricing, Penetration Price, skimming price, Perceived Value Pricing, Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers

**Unit IV: (10 Lectures)**

Marketing of Services - Unique Characteristics of Services, Managing Service Encounters, Common Encounter Situations, Managing Service Encounters for Satisfactory Outcomes, Service Failure, Service Recovery, Process of Service Recovery, Customer Retention and Benefits, Marketing strategies for service firms – 7Ps.

***Suggested Readings:***

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson.

2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & U I Haq, E.: Principles of Marketing;
3. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Limited.

## Semester II

### BUSINESS STATISTICS

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<b>Minor - 2</b>	<b>Level 100</b>	<b>Paper Code: UBBAMIN12002</b>	<b>Paper Type: Theory</b>
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**Marks: 75**

**Lectures 40**

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**Objective:** To familiarize the students with basic Statistical Methods and impart training with respect to data collection, analysis, and decision-making so that they appreciate the need for statistics in decision-making in business firms. Also, to enable students to apply methods for exploring inter-relationship between causal variables.

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**Unit I: Measures of Central Tendency (10 Lectures)**

Data and Tabulation, Class and Interval, Concept of Frequency Distribution, Measures of Central Tendency: mean, median, mode; Merits, Limitations and Suitability of Mean, Median and Mode in Business Applications; Arithmetic Mean, Harmonic Mean and Geometric Mean. The Relationship between AM, GM, and HM; Relevance of AM, GM, and HM in business decision-making

**Unit II: Dispersion, Skewness, and Kurtosis of Distributions (10 Lectures)**

Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Relevance of SD, and CV in Business Decision-Making  
 Nature of a Distribution: Moments, Skewness, Kurtosis. Business Concept of a Normal Distribution, Benchmark Values of Kurtosis and Skewness.

**UNIT III: Correlations and Regressions (15 Lectures)**

Correlation Analysis: Meaning and significance. Correlation and Causation, Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank correlation coefficient, Properties of Correlation Coefficient, Concept of Multiple Correlation, and Partial Correlation

Regression Analysis: Meaning and significance; Regression vs. Correlation; Linear Regression lines (X on Y, Y on X). Properties of regression coefficients; intersection of two regression lines. The point of intersection of two regression lines: Uses of Correlation and Regression in business decision-making

**Unit – IV: Sampling Fundamentals (5 Lectures)**

Census and Sampling; Importance of Sampling; Methods of Sampling; Probabilistic and Non-Probabilistic Sampling, Concept of Random Number and Random Sampling; Techniques of drawing a random sample. Sampling Error, Non-sampling error, Sampling Frame, -

**Suggested Readings:**

Gupta S. P.: Statistical Methods, Sultan Chand & Sons, 34th Edition.

Levin & Rubin: Statistics for Management, Prentice-Hall.

Anderson, Sweeny & Williams: Statistics for Business and Economics, South Western

## Semester II

# Entrepreneurship Development

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<b>SEC 2</b>	<b>Level 100</b>	<b>Paper Code: UBBASEC12002</b>	<b>Type: Theory + NLB Practical</b>
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**Marks: 75**

**Lectures 40**

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[Objective: To show the learners the steps necessary for becoming a successful entrepreneur. To inspire learners towards entrepreneurship and creative thinking for beginning a start-up venture]  
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**[This paper will have a non-lab practical, which consists of the preparation of a business proposal along with a viva-voce for defending the submitted plan.]**

**Unit 1: (10 Lectures)**

Meaning, elements, determinants, and importance of entrepreneurship and creative behavior; Entrepreneurship and creative response to the society's problems; Dimensions of entrepreneurship: Entrepreneurship Mindset, Personality and Motivation; Great Entrepreneurs of India: Jamsetji Tata, Ardeshir Godrej, Dhirubhai Ambani, Ghanshyam Das Birla, L. N. Mittal, their contributions; The contemporary role models in Indian business:

**Unit 2: (10 Lectures)**

Entrepreneurship: A Way Forward; Existing Venture, New Venture, and Franchising; Small and Medium Enterprises; Business Plan Outline; Business plan: Location, layout, operation, Product, Management Team, Planning & control; Preparation of Project Proposal; Elements of a Project Proposal; Size of the investment, nature of the product, Industry, and Competition; Project submission

**Unit 3: 10 Lectures**

Opportunity and Feasibility: Feasibility Analysis, Industry competitor analysis; Financial Strength and Viability: Environmental Clearance; Sales forecast, Cost forecast, proforma Income Statement, Proforma Balance Sheet, BEP Calculation and Application;

**Unit 4: (10 Lectures)**

Mobilizing resources for a start-up. Accommodation and utilities; Raising Debt and Equity, Business Angels, Venture Capital, IPO, Small and Medium Enterprise Platform on the Stock Exchange, Leasing, Institutional Finance and Role of SIDBI, ICICI, IRBI, SFC, IFC, etc.; Commercial bank Lending; Preliminary contracts with the vendors, suppliers, bankers, and principal customers;

**Suggested Readings:**

1. Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
  2. Robert Hisrich, Michael Peters, Dean Shepherd, *Entrepreneurship*, McGraw-Hill Education
  3. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Himalaya Publishing
  4. Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. Illinois, Irwin.
  5. Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
  6. Bruce R Barringer R D Ireland, *Entrepreneurship*, Pearson, 2020
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**Evaluation Scheme:**

Except for Entrepreneurship Development, SEC 2 of BBA Semester II, the Question Pattern for all other papers shall be per the guidelines stated in FYUGP, Group -A [2x12], Group – B [4x6] and Group – C [4x3].

For Entrepreneurship Development (SEC -2) of BBA Semester II, the allocation of marks for evaluation of this paper shall be as under

**Table 1: Allocation Marks of SEC-2**

Internal Assessment	15 Marks
Written Examination	35 Marks
Business Plan Preparation	15 Marks
Viva-Voce	10 Marks
Total	75 Marks

Written examination of SEC -II, Skill Development for 35 marks shall consist of two groups, Group -A and Group -B: allocation of marks and the number of questions to be answered shall be as under.

**Table 2: Written Examination Pattern for paper, Entrepreneurship Development**

Group - A	there will be two questions of 15 marks each, students will answer only one	= 15 x 1	= 15
Group -B	there will be Four questions of 10 marks each, students will answer only two	=10 x 2	= 20
	Total Marks for Written Examination		35

Evaluation of written examination will be done by examiner selected by the UG Board in BBA.

At the end of 2<sup>nd</sup> Semester, a student will submit a business plan prepared by him to the University through the principal of the concerned college, which will be evaluated by the external examiners enlisted by the UG Board of Studies in BBA. The same external examiner, appointed to examine

the business plans, shall take viva-voce to verify the student's depth in the subject and his ability to defend the plan.