



## **Haryana School of Business**

### **Scheme of Examination and Syllabus for Under Graduate Programme**

**Under Multiple Entry and Exit, Internship and  
CBCS-LOCF as per NEP-2020  
w.e.f. session 2024-25 (in phased manner)**

**Subject: Business Administration**



**Guru Jambheshwar University of Science & Technology  
Hisar-125001, Haryana**

**(A+ NAAC Accredited State Govt. University)**



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Scheme of Examination and Syllabus for Under Graduate Programme w.e.f. session 2024-25  
For affiliated Degree Colleges according to National Education Policy-2020

**Subject: Business Administration (Scheme D)**

**SEMESTER – I**

Type of Course	Course Code	Nomenclature	Credits	Hours/ Week	Marks			Exam hours
					External	Internal	Total	
Discipline Specific Course (DSC)	C24BBA101T	Management Concepts and Principles	4	4	70	30	100	3
	C24BBA102T	Psychology and Sociology in the Business Context	4	4	70	30	100	3
	C24BBA103T	Fundamentals of Accounting	4	4	70	30	100	3
Minor Course (MIC)	C24MIC101T	Computer Applications in Management	2	2	35	15	50	2
Multidisciplinary Course (MDC)	C24MDC103T	E-Commerce	3	3	50	25	75	2.5
Skill Enhancement Course (SEC)	C24SEC101T	GST Return Filing	3	3	50	25	75	2.5
Value Added Course (VAC)	C24VAC112T	Business Etiquettes	2	2	35	15	50	2

**SEMESTER – II**

Type of Course	Course Code	Nomenclature	Credits	Hours/ Week	Marks			Exam hours
					External	Internal	Total	
Discipline Specific Course (DSC)	C24BBA201T	Indian Economy	4	4	70	30	100	3
	C24BBA202T	Fundamentals of Marketing	4	4	70	30	100	3
	C24BBA203T	Fundamentals of Financial Management	4	4	70	30	100	3
Minor Course (MIC)	C24MIC201T	Basic Statistics	2	2	35	15	50	2
Multidisciplinary Course (MDC)	C24MDC203T	Negotiation and Conflicts Management Skills	3	3	50	25	75	2.5
Skill Enhancement Course (SEC)	C24SEC201T	Digital Marketing	3	3	50	25	75	2.5
Value Added Course (VAC)	C24VAC112T	Business Etiquettes	2	2	35	15	50	2

## **Programme Outcomes**

The expected outcomes after completing the program would be:

- PO1: Acquire adequate knowledge through principles, theory, and models of business management, Accounting, Marketing, Finance, IT, Operations, and Human Resources.
- PO2: Demonstrate proficiency in Business Communication for effective and professional business management.
- PO3: Acquire employability skills through practical exposure to IT and its usage in management.
- PO4: Analyze and comprehend the applicability of management principles in solving complex business issues.
- PO5: Develop entrepreneurial skills to become an entrepreneur.
- PO6: To build perspective about the global environment including cultural, social, and sustainability issues.
- PO7: Ability to develop group behavior and lead a team to achieve individual, group, and organizational goals.
- PO8: Ethics: Understand the importance of ethics in business decision-making and inculcate the spirit of social responsibility.
- PO9: Acquire and apply knowledge of economics, mathematics, statistics, and production and operation management and its integration relevant to business decisions.
- PO10: Obtain legal knowledge of various business operations for effective decision-making.

**Business Administration**  
**Management Concept and Principles (Semester-I)**  
**Discipline Specific Course (DSC)**

**Course Code: C24BBA101T**  
**60 Hrs (4 Hrs /week)**  
**Credits: 4**  
**Exam Time: 3 Hrs**

**External Marks : 70**  
**Internal Marks : 30**  
**Total Marks: 100**

**Note:** The examiner is required to cover all course outcomes framed for a particular course in a balanced manner while setting **nine** questions in all. The first question will be compulsory consisting of **seven** short questions covering the entire syllabus consisting of 2 marks each. In addition, eight more questions will be set comprising two questions from each unit. Wherever possible, the examiner may give a case study that will be equal to one question only. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

**Objective:** To make the students understand of basic concepts, principles, functions and processes of management.

**Unit-I** **15 Hrs**

**Introduction:** Nature, Scope and Significance of Management; Process of Management; Role of Managers; Principles of Management; Levels of Management; Evolution of Management Thought: Classical, Neoclassical and Contingency.

**Unit -II** **15 Hrs**

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

**Unit -III** **15 Hrs**

**Organizing:** Nature, Importance, Principles and Process; Departmentalization; Decentralization; Centralization; Delegation; Authority and Responsibility Relationship: Line, Staff, and Functional; Formal vs. Informal Organizations.

**Unit -IV** **15 Hrs**

**Leadership:** Meaning and Nature, Theory of Leadership; Motivation: Meaning and Nature; Process and Content Theory of Motivation. Control: Nature, Process, and Significance; Control Methods: Pre-action Control, Steering Control and Post-action Control.

**Books Suggested:**

1. Koontz, H. & Weihrich, H., Essentials of Management: An International Perspective, McGraw Hill Publication.
2. Robbins, S. P. & Coulter, M., Management. Pearson Publication.
3. Stoner, J. A. F., Gilbert, D. R., & Freeman, Management, Pearson Publication.

**Course Outcomes:**

*At the end of the course, the students would be able to:*

CO1: Understand the role of managers in an organization.

CO2: Summarize the elementary concepts, principles, and theories of management.

CO3: Examine the managerial functions having an impact on the organizational effectiveness.

CO4: Compose and measure the impact of the contemporary issues and challenges in management

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong M= medium W= weak

**Business Administration**  
**Psychology and Sociology in the Business Context (Semester-I)**  
**Discipline Specific Course (DSC)**

**Course Code: C24BBA102T**

**60 Hrs (4 Hrs /week)**

**Credits: 4**

**Exam Time: 3 Hrs**

**External Marks : 70**

**Internal Marks : 30**

**Total Marks: 100**

**Note:** The examiner is required to cover all course outcomes framed for a particular course in a balanced manner while setting **nine** questions in all. The first question will be compulsory consisting of **seven** short questions covering the entire syllabus consisting of 2 marks each. In addition, eight more questions will be set comprising two questions from each unit. Wherever possible, the examiner may give a case study that will be equal to one question only. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

**Objective:** *This course aims to understand the basic psychological and sociological concepts in business contexts, fostering analytical skills and effective decision-making.*

**Unit-I**

**15 Hrs**

Psychological Foundations of Management-I: Key perspectives in Psychology: The many facets of behavior; The Bases of Human Behavior; Sensory, Attentional and Perceptual Processes- Making contact with the world around us; Learning- How we are changed by experience.

**Unit -II**

**15 Hrs**

Psychological Foundations of Management-II: Thinking, deciding, communicating; Personality- uniqueness and consistency in the behavior of individual.

**Unit -III**

**15 Hrs**

Sociological Foundations of Management-I: Attribution: Understanding the causes of others' behavior; Beliefs and attributions in everyday life; Attitudes and social cognition: Evaluating the social world.

**Unit -IV**

**15 Hrs**

Sociological Foundations of Management-II: Understanding Social Institutions; The market as a Social Institution.

**Books Suggested:**

1. Passer, M. W., & Smith, R. E., Psychology: The science of mind and behavior. McGraw-Hill (for key perspectives in psychology and the bases of human behavior).
2. Morgan, C. T., King, R. A., & Weizz, J. R., Schopler, J, Introduction of Psychology, Tata McGraw-Hill Edition.
3. Daniel, K., Thinking, fast and slow, Penguin Books (for insights into thinking processes and decision-making),
4. Cervone, Daniel, and Lawrence A. Pervin. Personality: Theory and research. John Wiley & Sons, (for a comprehensive understanding of personality and individual behavior).
5. Myers, D. G., & Twenge, J. M., Social Psychology. McGraw-Hill. (for attribution, beliefs, attitudes, and social cognition)
6. Berger, P., & Luckmann, T., The social construction of reality. In Social theory re-wired (pp. 92-101). Routledge (for social institutions and the market as a social institution).

**Course Outcomes:**

*At the end of the course, the students would be able to:*

CO1: Recall key psychological concepts and how they explain human behavior.

CO2: Describe the factors influencing behavior and the impact of personality traits in managing personnel.

CO3: Outline how learning processes affect behavior and personal development.

CO4: Assess and integrate the importance of critical thinking, decision-making, and communication skills in effective management.CO6.

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong M= medium W= weak

**Business Administration**  
**Fundamentals of Accounting (Semester-I)**  
**Discipline Specific Course (DSC)**

**Course Code: C24BBA103T**

**60 Hrs (4 Hrs /week)**

**Credits: 4**

**Exam Time: 3 Hrs**

**External Marks : 70**

**Internal Marks : 30**

**Total Marks: 100**

**Note:** The examiner is required to cover all course outcomes framed for a particular course in a balanced manner while setting **nine** questions in all. The first question will be compulsory consisting of **seven** short questions covering the entire syllabus consisting of 2 marks each. In addition, eight more questions will be set comprising two questions from each unit. Wherever possible, the examiner may give a case study that will be equal to one question only. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

**Objective:** To develop a conceptual understanding of the fundamentals of accounting process and software.

**Unit-I**

**15 Hrs**

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

**Unit -II**

**15 Hrs**

Accounting Process: Journal and Ledger, Trial Balance, Subsidiary Books, Capital and Revenue; Classification of Income, Expenditure, and Receipts; Preparation of Final Accounts.

**Unit -III**

**15 Hrs**

Trading Account, Profit and Loss Account, Balance Sheet (with adjustments)  
 Depreciation: Concept, Causes, Features, Objectives, and Methods; Valuation of Stock, Bank Reconciliation Statement; Introduction of IASB & IFRS

**Unit -IV**

**15 Hrs**

Role of Computer in Accounting; Flow Chart, Software Packages for Accounting, Accounting for Non-Profit Organizations

**Books Suggested:**

1. Bhattacharya, K., & Dearden J.: Accounting for Management - Text and Cases. Vikas Publishing House.
2. Gupta, A., Financial Accounting for Management. Pearson Publication, Delhi.
3. Jelsy Joseph Kuppapally, J. J., Accounting for Managers. Prentice Hall.
4. Narayanaswamy R., Financial Accounting. Prentice Hall.
5. Maheshwari, S.N., Maheshwari, S.K., Maheshwari, S.K. Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.

**Course Outcomes:**

*At the end of the course, the students would be able to:*

- CO1: Understand the generally accepted accounting principles in recording financial transactions and preparing financial statements.
- CO2: Demonstrate the accounting process under a computerized accounting system.
- CO3: Calculate the importance of depreciation in financial statements.
- CO4: Compose and prepare financial statements of corporate business entities and be able to develop accounting practices.

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong    M= medium    W= weak

**Business Administration**  
**Computer Applications in Management (Semester-I)**  
**Minor Course (MIC)**

**Course Code: C24MIC101T**

**30 Hrs (2 Hrs /week)**

**Credits: 2**

**Exam Time: 2 Hrs**

**External Marks : 35**

**Internal Marks : 15**

**Total Marks: 50**

**Note:** The examiner is required to cover all course outcomes framed for a particular course in a balanced manner while setting **five** questions in all. The first question will be compulsory consisting of **five** short questions covering the entire syllabus consisting of 3 marks each. In addition, **four** more questions (consisting 10 marks each) will be set comprising two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit including the compulsory Question No. 1.

**Objective:** To make the students understand the basics of computers and its applications and inculcate essential computer skills particularly related to MS Office.

**Unit-I**

**15 Hrs**

Introduction to Computer, Characteristics of Computers; Evolution of Computers; Basic Components of a Computer, Their Functions, and Inter- relation; Computer Languages; Types of Computer Systems: Personal-Micro, Mini, Mainframe, and Super Computer. Data Storage: Primary Storage, Secondary Storage; Input and Output Devices.

**Unit -II**

**15 Hrs**

Operating System: Introduction to Operating System; Types of Operating, Systems; Word Processor: Meaning and Applications., Communication: Concept of Data Communication and Network Topology, Basics of MS Office: MS Word, MS Excel, MS PowerPoint, Usage and Applications

**Books Suggested:**

1. Sinha, P. K.: Computer Fundamentals, BPB Publications.
2. Raja, R.: Fundamentals of Computer, Prentice Hall Publication.
3. Dhunna, M., & Dixit J.B.: Information Technology in Business Management, University Science Press New Delhi.
4. Gill N.S.: Computer Network, Krishna Publishing House, New Delhi
5. Douglas, E. Comer: Computer Network and Internet. Pearson Publication.

**Course Outcomes:**

*At the end of the course, the students would be able to:*

CO1: Familiarize with Computer and application of computer.

CO2: Learn the operating system and basic functions, and commands in MS Word and MS PowerPoint useful in business houses.

CO3: Improve presentation skills, communicative skills, and language-based skills.

CO4: Handle big data and be able to utilize the different computer applications in management.

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong    M= medium    W= weak

**Business Administration  
E-Commerce (Semester-I)  
Multidisciplinary Course (MDC)**

**Course Code: C24MDC103T**  
**45 Hrs (3 Hrs /week)**  
**Credits: 3**  
**Exam Time: 2.5 Hrs**

**External Marks : 50**  
**Internal Marks : 25**  
**Total Marks: 75**

**Note:** The examiner to set *seven* questions in all. The 1<sup>st</sup> question will be compulsory, consisting of 5 short questions covering the entire syllabus consisting of 2.5 marks each. In addition to this, *Six* more questions (each questions may be of 2-3 parts) will be set consisting of 2 questions from each unit. The student/candidate is required to attempt four questions in all selecting *one* question from each unit, in addition to compulsory question no 1. All questions will carry equal marks.

**Objectives:** *The purpose of this course is to familiarize the students with the fundamentals of E-commerce and applications.*

**Unit-I**

**15 Hrs**

Introduction – meaning, nature, concepts, advantages and reasons for transacting online, categories of e-commerce; planning online business: nature and dynamics of the internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, one to one enterprise.

**Unit -II**

**15 Hrs**

Technology for online business – internet, IT infrastructure; middleware contents: text and integrating e-business applications; mechanism of making payment through internet: online payment mechanism, electronic payment systems, payment gateways, visitors to website, tools for promoting website; plastic money: debit card, credit card; laws relating to online transactions.

**Unit -III**

**15 Hrs**

Applications in e-commerce – e-commerce applications in manufacturing, wholesale, retail and service sector. Virtual existence – concepts, working, advantages and pitfalls of virtual organizations, workforce, work zone and workspace and staff less organization;

**Books Suggested:**

1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, N.Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, N.Delhi.
4. Kalakota, Whinston , Frontiers of Electronic Commerce, Addison Wesley.

**Course Outcomes:**

*At the end of the course, the students would be able to:*

- CO1: Students will be able to learn the basic concepts of E-commerce.  
CO2: Students will be able to explain different technologies for running online business.  
CO3: Students will be able to know about the online payment gateways.  
CO4: Students will be able to know the applications of e commerce in various sector of businesses.

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong    M= medium    W= weak



**Business Administration**  
**GST Return Filing (Semester-I)**  
**Skill Enhancement Course (SEC)**

**Course Code: C24SEC101T**  
**45 Hrs (3 Hrs /week)**  
**Credits: 3**  
**Exam Time: 2.5 Hrs**

**External Marks : 50**  
**Internal Marks : 25**  
**Total Marks: 75**

**Note:** The examiner is required to cover all course outcomes framed for a particular course in a balanced manner while setting **seven** questions in all. The first question will be compulsory consisting of **five** short questions covering the entire syllabus consisting of 2 marks each. In addition, **six** more questions (consisting of 5 marks each) will be set comprising two questions from each unit. Wherever possible, the examiner may give a case study that will be equal to one question only. The students shall be required to attempt **four** questions in all selecting one question from each unit including the compulsory Question No. 1. The maximum time allotted for the external examination is **2.5** hours.

**Objectives:** *This course is designed to provide a fundamental understanding of Goods and Services Tax (GST) return filing in India. Students will learn about the GST system, the types of returns, and the process for filing these returns. The course will include practical examples and exercises to help students gain hands-on experience.*

**Unit-I** **15 Hrs**

Introduction: Overview of GST - Concepts –Taxes Subsumed under GST – Components of GST- GST Council- Advantages of GST-GST Registration. GST Principles –Vijay Kelkar Sha Committee Recommendations – Comprehensive Structure of GST Model in India: Single, Dual GST – GST Rates - Taxes Exempted from GST Taxes and Duties outside the purview of GST- Taxation of Services

**Unit -II** **15 Hrs**

Tax Invoice- Bill of Supply-Transactions Covered under GST-Composition Scheme- Reverse Charge Mechanism- Composite Supply -Mixed Supply. Time of Supply of Goods & Services: Value of Supply - Input Tax Credit - Distribution of Credit - Matching of Input Tax Credit - Availability of Credit in Special Circumstances- Cross utilization of ITC between the Central GST and the State GST.

**Unit -III** **15 Hrs**

Regular Monthly Filing Returns-Composition Quarterly Filing Returns- GSTR-1, GSTR-2, GSTR 2A, GSTR-3, GSTR 3B - Annual Returns GSTR-9, GSTR 9A, GSTR 9B& GSTR 9C - Records to be Maintained under GST

**Books Suggested:**

1. T. S. Reddy and Dr. Y. Hari Prasad Reddy, Business Taxation (Goods and Services Taxes), Margham Publications.
2. Taxmann's Basics of GST.
3. Taxmann's GST: A practical Approach.
4. Theory & Practice of GST, Srivathsala, Himalaya Publishing House.
5. Goods and Services Tax in India - Notifications on different dates.
6. GST Bill 2012.
7. Background Material on Model GST Law, Sahitya Bhawan Publications.

**Course Outcomes:**

*At the end of the course, the students would be able to:*

- CO1: Understand the basics of GST and its importance.
- CO2: Identify different types of GST returns.
- CO3: Learn the process of filing GST returns.
- CO4: Gain practical knowledge through examples and exercises.

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong    M= medium    W= weak

**Business Administration**  
**Business Etiquettes (Semester-I/Semester-II)**  
**Value Added Course (VAC)**

**Course CODE: C24VAC112T**

**30 Hrs (2 Hrs /week)**

**Credits: 2**

**Exam Time: 2 Hrs**

**External Marks : 35**

**Internal Marks : 15**

**Total Marks: 50**

**Note:** The examiner is required to cover all course outcomes framed for a particular course in a balanced manner while setting five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition, four more questions (consisting of 10 marks each) will be set comprising two questions from each unit. Wherever possible, the examiner may give a case study that will be equal to one question only. The students shall be required to attempt three questions in all selecting one question from each unit including the compulsory Question No. 1.

**Objective:** To equip students with foundational knowledge and practical skills in business etiquette, ensuring they can effectively navigate professional interactions, communicate clearly, and maintain a positive and professional demeanor in various business settings.

**Unit-I**

**15 Hrs**

Introduction to Business Etiquette: Definition and importance of business etiquette. Cultural considerations in global business etiquette. Impact of etiquette on professional reputation and success. Verbal and Non-verbal Communication: Effective communication skills in business. Verbal etiquette: tone, language, and clarity. Non-verbal cues: body language, gestures, and eye contact. Workplace Etiquette and Ethics: Office etiquette: behavior, dress code, and punctuality. Ethical considerations in business interactions. Handling conflicts and disagreements professionally

**Unit -II**

**15 Hrs**

Business Meetings and Presentations: Etiquette in meetings and presentations. Preparation and conduct during meetings. Delivering effective presentations with confidence. Job Search and Career Etiquette: Job interview etiquette: preparation, behavior, and follow-up. Etiquette in workplace scenarios: promotions, resignations, and networking for career advancement.

**Books Suggested:**

- 1 "The Etiquette Edge: Modern Manners for Business Success" by Beverly Langford
  2. "The Etiquette Book: A Complete Guide to Modern Manners" by Jodi R. R. Smith
  3. "Miss Manners' Guide to Excruciatingly Correct Behavior (Freshly Updated)" by Judith Martin
  4. "The Etiquette Advantage in Business: Personal Skills for Professional Success" by Peggy Post, Peter Post, and Anna Post
- "Master of Business Etiquette "by Cyrus M. Gonda

**Course Outcomes:**

*At the end of the course, the students would be able to:*

- CO1: Understanding Professional Conduct, Identify and apply appropriate business etiquette in various professional settings. Demonstrate knowledge of cultural differences in business etiquette.
- CO2: Enhanced Communication Skills: Improve verbal and non-verbal communication in business contexts. Develop effective listening and questioning techniques.
- CO3: Demonstrate knowledge of workplace etiquette, including proper behavior, dress code, and punctuality. They will be able to address ethical considerations in business interactions and handle conflicts and disagreements in a professional manner.
- CO4: Conflict Resolution and Teamwork: Apply etiquette principles to resolve conflicts diplomatically. Foster teamwork through respectful and collaborative behavior.
- CO5: Career Advancement Readiness: Prepare for job interviews and professional interactions. Enhance overall employability through polished etiquette skills.

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong M= medium W= weak

**Business Administration**  
**Indian Economy (Semester-II)**  
**Discipline Specific Course (DSC)**

**Course Code: C24BBA201T**

**60 Hrs (4 Hrs /week)**

**Credits: 4**

**Exam Time: 3 Hrs**

**External Marks : 70**

**Internal Marks : 30**

**Total Marks: 100**

**Note:** The examiner is required to cover all course outcomes framed for a particular course in a balanced manner while setting **nine** questions in all. The first question will be compulsory consisting of **seven** short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. Wherever possible, the examiner may give a case study that will be equal to one question only. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

**Objective:** To provide the students an understanding of the foundational concepts of Economy, Economic Growth and Economic Development.

**Unit-I**

**15 Hrs**

Concepts of Economics: Definition of Economics: Adam Smith, Alfred Marshall, Lionel Robbins, Samuelson; Types of economies: developed and developing; Economic systems: capitalism, socialism and mixed economy; mechanism used to solve the basic problems faced by each economy, Concept of Economic Growth, Economic Development.

**Unit -II**

**15 Hrs**

An overview of Indian Economy: Evolution of Indian Economy, Basic Characteristics of Indian Economy, Structure of Indian Economy: Primary Sector, Secondary Sector & Tertiary Sector, Trends in National Income, Occupational Distribution, Work Force Participation and Changes in Occupational Structure, GDP & GNP.

**Unit -III**

**15 Hrs**

Economic Planning in India: Definition of Economic Planning, History of Economic Planning, Objectives of Economic Planning, Types of Planning, Achievements of Planning, Financial resources for 5-year plans.

**Unit -IV**

**15 Hrs**

Basic Economic Development in India: Parameters of Development, Indian Economy in Pre-British period, Economy till 2008 & after 2008, Structural changes in Indian Economy, Structural Changes in the Indian Economy after liberalization, Current challenges facing Indian Economy, Sustainable Development.

**Books Suggested:**

1. "Indian Economy" by Ramesh Singh
2. "Indian Economy" by Nitin Singhania
3. "Indian Economy Since Independence" by Uma Kapila
4. "India's Economic Development: Strategies for the New Millennium" by S. K. Ray
5. "India Development Report" by Oxford University Press

**Course Outcomes:**

*At the end of the course, the students would be able to:*

- CO1: Recognize the characteristics of developed and developing economies based on key indicators such as per capita income, infrastructure, and industrialization levels.
- CO2: Understand the difference between capitalist, socialist, and mixed economic systems, highlighting their distinctive features and the role of government intervention.
- CO3: Summarize the historical evolution of the Indian Economy from ancient times to the present day and the structural changes in the Indian Economy post-liberalization.
- CO4: Evaluate the impact of economic systems on key socio-economic indicators and formulate arguments and recommendations for policy reforms for achieving sustainable economic growth and development in India.

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong M= medium W= weak

**Business Administration**  
**Fundamentals of Marketing (Semester-II)**  
**Discipline Specific Course (DSC)**

**Course Code: C24BBA202T**

**60 Hrs (4 Hrs /week)**

**Credits: 4**

**Exam Time: 3 Hrs**

**External Marks : 70**

**Internal Marks : 30**

**Total Marks: 100**

**Note:** The examiner is required to cover all course outcomes framed for a particular course in a balanced manner while setting **nine** questions in all. The first question will be compulsory consisting of **seven** short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. Wherever possible, the examiner may give a case study that will be equal to one question only. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

**Objectives:** *This course aims to familiarize students with the fundamental concepts of marketing function in organizations. It will equip the students with an understanding of the marketing environment and identifying market segments, targets, and positioning.*

**Unit-I**

**15 Hrs**

Introduction: Nature, Scope and Importance of Marketing, Marketing versus selling; Core marketing concepts; Company orientations – Production concept, Product concept, Selling concept, Marketing concept, Societal marketing concept, Holistic marketing concept.

**Unit -II**

**15 Hrs**

Marketing Environment at macro level - Demographic, Economic, Political, Legal, Socio-cultural, Technological environment. Marketing Environment at the micro level - Market/ demand, consumer, industry and competition, supplier-related factors

**Unit -III**

**15 Hrs**

Market Segmentation: Concept, need, levels of Market Segmentation; Basis for Segmenting Consumer Markets - Geographic, Demographic, Psychographic, and Behavioural.

**Unit -IV**

**15 Hrs**

Market Targeting: Effective segmentation criteria and target market selection strategies; Brand Positioning- Developing and communicating a positioning strategy; Differentiation strategies - product differentiation, channel differentiation, personnel differentiation, and image differentiation.

**Books Suggested:**

1. Philip Kotler, Gray Armstrong, Prafulla Agnihotri, Principles of Marketing, Pearson Education.
2. Rosalind Masterson, Nichola Phillips, David Pickton, Marketing an Introduction, SAGE South Asia Edition.
3. Ramaswamy Namakumari, Marketing Management-Indian Context, Global Perspective, Sage Texts Publication.
4. K.S. Chandrashekar, Market Management-Text & Cases, Tata Mc Graw Hill Publication.
5. Paul Baines, Chris Fill, Sara Rosengren, and Paolo Antonetti, Marketing Oxford University Press Publication.

**Course Outcomes:**

*At the end of the course, the students would be able to:*

CO1: Recall and understand key concepts of marketing management and its importance in business spheres.

CO2: Understand the role of marketing function for a business organization.

CO3: Appraise and design the concept of marketing and related concepts.

CO4: Apply the techniques to identify, classify, and position in relevant markets.

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong M= medium W= weak

**Business Administration**  
**Fundamentals of Financial Management (Semester-II)**  
**Discipline Specific Course (DSC)**

**Course Code: C24BBA203T**  
**60 Hrs (4 Hrs /week)**  
**Credits: 4**  
**Exam Time: 3 Hrs**

**External Marks : 70**  
**Internal Marks : 30**  
**Total Marks: 100**

**Note:** The examiner is required to cover all course outcomes framed for a particular course in a balanced manner while setting **nine** questions in all. The first question will be compulsory consisting of **seven** short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. Wherever possible, the examiner may give a case study that will be equal to one question only. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

**Objective:** This course aims to enable students to understand the basic concepts of financial Management and make them aware of major decisional areas of financial management.

**Unit-I** **15 Hrs**

Financial Management: meaning, objectives, and scope; types of financial decisions, risk-return framework for financial decision-making, time value of money. Capital Budgeting Decisions: nature, importance, and types of investment decisions; techniques of evaluating capital budgeting decisions, risk analysis in capital budgeting.

**Unit -II** **15 Hrs**

Capital Structure Decisions: optimum capital structure; theories of capital structure; factors determining capital structure. Sources of long-term and short-term finance. Cost of Capital: concept and importance; computations of cost of various sources of finance; weighted average cost of capital.

**Unit -III** **15 Hrs**

Working Capital Management: Concept and types of working capital; operating cycle, determinants of working capital, estimation of working capital requirement; working capital policy; Management of cash, accounts receivables, and inventories; financing working capital.

**Unit -IV** **15 Hrs**

Dividend Policy: Dividend and its forms, theories of dividend policy and their impact on the value of a firm; types of dividend policy. An overview of Corporate Restructuring.

**Books Suggested:**

1. Van Horne, James C., Financial Management and Policy, Prentice Hall of India. 2
2. Pandey I. M., Financial Management, Vikas Publishing.
3. Damodaran, A, Corporate Finance: Theory and Practice, John Wiley & Sons.
4. Hampton, John. Financial Decision Making, Englewood Cliffs, Prentice Hall Inc.
5. Khan, M.Y. & Jain, P.K., Financial Management, McGraw Hill.

**Course Outcomes:**

*At the end of the course, the students would be able to:*

- CO1: Students will be able to outline the basic framework of financial management.  
 CO2: Students will be able to explain the role of financial management in financial decision-making in business.  
 CO3: Students will be able to apply various theories of capital structure and dividend policy.  
 CO4: Students will be able to examine risk in capital budgeting decisions.

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong    M= medium    W= weak

**Business Administration**  
**Basic Statistics (Semester-II)**  
**Minor Course (MIC)**

**Course Code: C24MIC201T**  
**30 Hrs (2 Hrs /week)**  
**Credits: 2**  
**Exam Time: 2 Hrs**

**External Marks : 35**  
**Internal Marks : 15**  
**Total Marks: 50**

**Note:** The examiner is required to cover all course outcomes framed for a particular course in a balanced manner while setting **five** questions in all. The first question will be compulsory consisting of **five** short questions covering the entire syllabus consisting of 3 marks each. In addition, **four** more questions (consisting of 10 marks each) will be set comprising two questions from each unit. Wherever possible, the examiner may give a case study that will be equal to one question only. The students shall be required to attempt three questions in all selecting one question from each unit including the compulsory Question No. 1.

**Objective:** *The course aims to familiarize the learners with the basic statistical tools used to summarize and analyse quantitative information for business decision-making.*

**Unit-I**

**15 Hrs**

Meaning and Scope: Origin and development of Statistics, Importance, scope, and limitation of statistics, Concept of Statistical population and sample. Data Classification and Presentation: Classification- rules of classification, bases of classification, frequency distribution, Presentation: Tabular, Diagrammatic, and Graphical Difference between diagrams and graphs.

**Unit -II**

**15 Hrs**

Measures of Central Tendency: Concept and objectives of an average, requisites of a measure of central tendency; types of averages, mathematical averages, and positional averages applications and limitations. Measures of Dispersion, Skewness: Concept and objectives and significance of measuring dispersion, Requisites of a measure of dispersion, absolute and relative measures of dispersion, Types of measures of dispersion- Range, quartile deviation, mean deviation, standard deviation, and their coefficients. Skewness- Meaning and absolute and relative measures of skewness. Concept of Kurtosis.

**Books Suggested:**

1. Anderson, D. R., Statistics for learners of Economics and Business. Boston: Cengage Learning.
2. Gupta, S. P., & Gupta, A., Business Statistics: Statistical Methods. New Delhi: S. Chand Publishing.
3. Gupta, S.C., Fundamental of Statistics. Himalaya publishing House
4. Levin, R., Rubin, D. S., Rastogi, S., & Siddqui, M. H., Statistics for Management. London: Pearson Education.
5. Sharma, J. K., Business Statistics, New Delhi: Vikas Publishing House Pvt. Ltd.

**Course Outcomes:**

*At the end of the course, the students would be able to:*

- CO1: Demonstrate comprehension of key statistical concepts and their relevance to business disciplines.
- CO2: Utilize basic statistical tools to describe various datasets effectively.
- CO3: Critically examine data sets to extract and present meaningful insights that inform business decisions.
- CO4: Assess summarized data critically to support strategic planning and decision-making processes in business contexts

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong    M= medium    W= weak

**Business Administration**  
**Negotiations and Conflicts Management Skills (Semester-II)**  
**Multidisciplinary Course (MDC)**

**Course Code: C24MDC203T**  
**45 Hrs (3 Hrs /week)**  
**Credits: 3**  
**Exam Time: 2.5 Hrs**

**External Marks : 50**  
**Internal Marks : 25**  
**Total Marks: 75**

**Note:** The examiner to set seven questions in all. The 1st question will be compulsory, consisting of 5 short questions covering the entire syllabus consisting of 2.5 marks each. In addition to this, Six more questions (each questions may be of 2-3 parts) will be set consisting of 2 questions from each unit. The student/candidate is required to attempt four questions in all selecting one question from each unit, in addition to compulsory question no 1. All questions will carry equal marks.

**Objective:** *The course aims to familiarize the students with the fundamental concepts of business negotiation, negotiation skills, and practices.*

**Unit-I** **15 Hrs**

Negotiation Theory and Practice: What is Conflict and Negotiation?, Nature, Types and elements of negotiation, negotiation process

**Unit -II** **15 Hrs**

Importance of Communication in Negotiation: Communication in the negotiation process: Active Listening, Open-ended Questions, Use of Silence and Body Language  
Distributive Negotiation: Negotiation Tactics in distributive negotiations, Gaining leverage through the Best Alternative to a Negotiated Agreement (BATNA), Bargaining tactics, Power, Persuasion, Barriers to agreement

**Unit -III** **15 Hrs**

Integrative Negotiation: Key elements of Integrative Negotiation, Principled negotiation, Salary Negotiations

**Books Suggested:**

1. Fisher, R., & Ury, W. (1981). Getting to Yes: negotiating agreement without giving in. Random House Business Books
2. Rai, H., Negotiation, McGraw Hill Education
3. Cialdini, R. B., & Cialdini, R. B., Influence: The psychology of persuasion. Collins, New York.
4. Korobkin, R., Negotiation theory and strategy, Aspen Publishing.

**Course Outcomes:**

*At the end of the course, the students would be able to:*

- CO1: Understand the concepts used in business negotiation and conflict management.  
CO2: Understand the application of the fundamental concepts in a real-world negotiation situation  
CO3: Discover and practice negotiation and conflict management techniques to arrive at win-win agreements in business negotiations.  
CO4: Apply learned skills during a simulated business negotiation.

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong    M= medium    W= weak

**Business Administration**  
**Digital Marketing (Semester-II)**  
**Skill Enhancement Course (SEC)**

**Course Code: C24SEC201T**

**45 Hrs (3 Hrs /week)**

**Credits: 3**

**Exam Time: 2.5 Hrs**

**External Marks : 50**

**Internal Marks : 25**

**Total Marks: 75**

**Note:** The examiner is required to cover all course outcomes framed for a particular course in a balanced manner while setting **seven** questions in all. The first question will be compulsory consisting of **five** short questions covering the entire syllabus consisting of 2 marks each. In addition, **six** more questions (consisting of 5 marks each) will be set comprising two questions from each unit. Wherever possible, the examiner may give a case study that will be equal to one question only. The students shall be required to attempt **four** questions in all selecting one question from each unit including the compulsory Question No. 1. The maximum time allotted for the external examination is **2.5** hours.

**Objective:** *The course aims to familiarize the students to develop right understanding about the digital marketing landscape.*

**Unit-I**

**15 Hrs**

Introduction to Digital Marketing (DM): Meaning, Definition, Need of DM, Scope of DM, Concept and approaches to DM, DM best practices. DM Funnel, Lead Generation

**Unit -II**

**15 Hrs**

Search Engine Optimization (SEO): Need and working of search engines, Keyword research, Google rankings, Search Engine tools and services, process of website optimization, Search Engine Marketing: Concept, PPC, Basics of Google AdWords, Keywords, Bidding and Budget, Quality Score, creating and optimizing campaigns

**Unit -III**

**15 Hrs**

Social Media Marketing: Concepts, social media types, social media strategy, Basics of Blogging, Content Marketing, Affiliate marketing, Influencer Marketing: Email Marketing, Mobile Marketing, Web Analytics: Purpose and application, Google web analytics basics, methods of web analytics, social media analytics, mobile analytics

**Books Suggested:**

1. Parkin Godfrey, Digital Marketing: Strategies for Online Success, New Holland Publishers.
2. Charlesworth A., Internet Marketing: A Practical Approach, BH Publications.
3. Chaffey Dave, Internet Marketing: Strategy, Implementation and Practice, Pearson Education.
4. Trengove Alex, Malczyk Anna and Beneke Justin, Internet Marketing, Get Smarter under the Creative Commons BY-NC 3.0.

**Course Outcomes:**

*At the end of the course, the students would be able to:*

- CO1: Describe the concepts related to digital marketing.  
 CO2: Compare the usefulness of digital promotion with traditional media options  
 CO3: Appraise the applications of digital marketing strategy for a given scenario  
 CO4: Develop an effective digital marketing strategy

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong    M= medium    W= weak



**Business Administration**  
**Business Etiquettes (Semester-I/Semester-II)**  
**Value Added Course (VAC)**

**Course CODE: C24VAC112T**

**30 Hrs (2 Hrs /week)**

**Credits: 2**

**Exam Time: 2 Hrs**

**External Marks : 35**

**Internal Marks : 15**

**Total Marks: 50**

**Note:** The examiner is required to cover all course outcomes framed for a particular course in a balanced manner while setting five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition, four more questions (consisting of 10 marks each) will be set comprising two questions from each unit. Wherever possible, the examiner may give a case study that will be equal to one question only. The students shall be required to attempt three questions in all selecting one question from each unit including the compulsory Question No. 1. The maximum time allotted for the external examination is 02 (two) hours.

**Objective:** To equip students with foundational knowledge and practical skills in business etiquette, ensuring they can effectively navigate professional interactions, communicate clearly, and maintain a positive and professional demeanor in various business settings.

**Unit-I**

**15 Hrs**

Introduction to Business Etiquette: Definition and importance of business etiquette. Cultural considerations in global business etiquette. Impact of etiquette on professional reputation and success. Verbal and Non-verbal Communication: Effective communication skills in business. Verbal etiquette: tone, language, and clarity. Non-verbal cues: body language, gestures, and eye contact. Workplace Etiquette and Ethics: Office etiquette: behavior, dress code, and punctuality. Ethical considerations in business interactions. Handling conflicts and disagreements professionally

**Unit -II**

**15 Hrs**

Business Meetings and Presentations: Etiquette in meetings and presentations. Preparation and conduct during meetings. Delivering effective presentations with confidence. Job Search and Career Etiquette: Job interview etiquette: preparation, behavior, and follow-up. Etiquette in workplace scenarios: promotions, resignations, and networking for career advancement.

**Books Suggested:**

- 1 "The Etiquette Edge: Modern Manners for Business Success" by Beverly Langford
  2. "The Etiquette Book: A Complete Guide to Modern Manners" by Jodi R. R. Smith
  3. "Miss Manners' Guide to Excruciatingly Correct Behavior (Freshly Updated)" by Judith Martin
  4. "The Etiquette Advantage in Business: Personal Skills for Professional Success" by Peggy Post, Peter Post, and Anna Post
- "Master of Business Etiquette "by Cyrus M. Gonda

**Course Outcomes:**

*At the end of the course, the students would be able to:*

- CO1: Understanding Professional Conduct, Identify and apply appropriate business etiquette in various professional settings. Demonstrate knowledge of cultural differences in business etiquette.
- CO2: Enhanced Communication Skills: Improve verbal and non-verbal communication in business contexts. Develop effective listening and questioning techniques.
- CO3: Demonstrate knowledge of workplace etiquette, including proper behavior, dress code, and punctuality. They will be able to address ethical considerations in business interactions and handle conflicts and disagreements in a professional manner.
- CO4: Conflict Resolution and Teamwork: Apply etiquette principles to resolve conflicts diplomatically. Foster teamwork through respectful and collaborative behavior.
- CO5: Career Advancement Readiness: Prepare for job interviews and professional interactions. Enhance overall employability through polished etiquette skills.

**Mapping of CO with PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										

S= strong    M= medium    W= weak