BBA & BBA IBM
IST SEMESTER SYLLABUS

S. No	Course Code	Course Title	Lectures (L) Hours/ Week	Tutorial (T) Hours/ Week	Practical (P) Hours Week	Credits
Core Courses						
1	CMUCBB101T	Principles of Management	4			4
2	CMUCBB102T	Organizational Behaviour	4			4
3	CMUCBB103T	Business Economics	4			4
Discipline Specific Courses (DSE)						
4	SCSMPBB10T	Business Mathematics	4			4
Generic Electives(GE)						
5		Environmental Studies	2			2
Ability Enhancement Compulsory courses (AECC)						
6	PTSPPBB11T	Professional Proficiency - I	2			2
Skill Enhancement courses (SEC)						
7	CMUCBB105T	Business Communication	2			2
					Total Credits	**22**

S. No	Course Code	Course Title	Lectures (L) Hours/ Week	Tutorial (T) Hours/ Week	Practical (P) Hours Week	Credits
Core Courses						
1	CMUCBB101T	Principles of Management	4			4
2	CMUCBB102T	Organizational Behaviour	4			4
3	CMUCBB103T	Business Economics	4			4
Discipline Specific Courses (DSE)						
4	SCSMPBB10T	Business Mathematics	4			4
Generic Electives(GE)						
5		Environmental Studies	2			2
Ability Enhancement Compulsory courses (AECC)						
6	PTSPPBB11T	Professional Proficiency - I	2			2
Skill Enhancement courses (SEC)						
7	CMUCBB105T	Business Communication	2			2
IBM Paper						
	CMUIBB111T	Analytics for all	1		2	3
					Total Credits	**25**

Course Title:	**PRINCIPLES OF MANAGEMENT**		**Course:**	**BBA**	
Semester:	**I**		**Code:**	**CMUCBB101T**	

L	T	P	C
4	0	0	4

Course Objectives:

CO1: To understand the concepts related to Business.
CO2: To demonstrate and apply the roles, skills and functions of management.
CO3: To analyse effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
CO4: To understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

Course Learning Outcomes:

On completion of the course the student will be able to:
CLO1: Describe the influence of historical forces on the current practice of management. To explain how organizations adapt to an uncertain environment
CLO2: Describe the process of management's four functions: planning, organizing, staffing, directing, and controlling.
CLO3: Develop cognizance of the importance of management principles.
CLO4: Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
CLO5: To process of controlling and its significance.

Credit-04   **Total Hours: 50**

Unit	Content	Hours
1	**OVERVIEW OF MANAGEMENT** Evolution of Management: - Contribution of Taylor, Mayo & Fayol, Different approaches of management, role of manager, Management & its functions. Level of Management, managerial skills at various levels, SWOT analysis.	**10**
2	**PLANNING** Nature and purpose of planning, Planning process, Types of plans, Objectives – Management by objective (MBO) Strategies: Types of strategies, Policies, Decision-making: Types of decision, Decision Making Process, Rational Decision Making	**10**
3	**ORGANIZING** Nature and purpose of organizing , Organization Structure: Formal and informal groups, Line and Staff authority, Departmentation, Span of control, Centralization and Decentralization Delegation of authority, Staffing: Selection and Recruitment, Orientation, Career Development Career stages, Training, Performance Appraisal.	**10**
4	**DIRECTING** Concept, Techniques of directing and supervision, Types of supervision, Essential characteristics of supervisor, Communication, Barriers to effective communication, Organization Culture Elements and types of culture, Managing cultural diversity.	**10**
5	**CONTROLLING** Process of controlling, Types of control, Budgetary and non- Quality Control, Budgetary control techniques, Managing Productivity, Cost Control, Purchase Control, Maintenance Control, , Planning operations.	**10**

Text Books:

1. L. M. Prasad- Principles and Practices of Management, Sulatn Chand & Sons, 7th edition, 2007.

Reference Books:

2. Robbins, S.P. and Decenzo, D.A. Fundamentals of Management, Pearson Education Asia, New Delhi.

3. Hellregel, Management, Thomason Learning, Bombay.

4. Robbins & Coulter, Management, Prentice Hall of India. New Delhi.

5. Weihrich Heinz and Koontz Harold - Management: A Global and Entrepreneurial Perspective.

6. James F.Stoner,et al, Management, Pearson Education Delhi, 2008.

UNITED UNIVERSITY PRAYAGRAJ

Course Title:	**ORGANIZATIONAL BEHAVIOUR**	Course:	BBA
Semester:	I	Code:	CMUCBB102T

L	T	P	C
4	0	0	4

Course Objective:

CO1: To understand the concepts related to Organizational Behavior.
CO2: To demonstrate and apply the roles of various factors in the development of behavior.
CO3: To understand the complexities associated with learning and factors associated with motivation.
CO4: To analyze effective leadership style and how power influences the organization as whole.
CO5: Identify the situations involving conflict and evaluating the need for handling conflict.

Course Learning Outcome:
On completion of the course the student will be able to:

CLO1: Demonstrate the organizational behavior and how these behavior influences the overall effectiveness of an organization and its stakeholders,
CLO2: Ability to explain the process of developing behavior of individuals.
CLO3: Identify and evaluate learning process and its impact on growth of employees and organization. Evaluate the importance of managing and motivating people towards the achievement of organizational goals
CLO4: Developing cognizance of the leadership styles to anticipate the consequences of each leadership style.
CLO5: Predict the situations that cause conflict and their redressal. Assessing stresses.

Credit:4   **Total hours:50**

Unit	Content	Hours
1	**OVERVIEW OF ORGANIZATION BEHAVIOUR** Introduction: Meaning & Nature of O.B, Need & Significance of O.B, Discipline Contributing to O.B, Foundation of Individual Behavior, Organizational Models.	10
2	**PERSONALITY & PERCEPTION** Personality: Meaning, Types, Importance, Determinants of Personality, Factors Affecting Personality. Perception: Concept & Meaning- Importance-Factors Influencing Perception.	10
3	**LEARNING & MOTIVATION** Learning: Meaning, Significance, Types of Learning Styles, Learning Process, Theories of Learning. Motivation: Definition & Concept of Motive & Motivation	10
4	**CONFLICT & STRESS** Conflict: Nature & Meaning - Types of Conflict, Levels of Conflict, Conflict Resolution. Stress: Meaning, Sources of Stress, Consequences & Coping Strategies of Stress	10
5	**LEADERSHIP & POWER** Leadership: Meaning- Significance, Leadership Styles. Power: Meaning- Concept, Types of Power, Importance.	10

Text Books:

1. Robbins, Stephen P: Organizational Behavior" Prentice Hall, New Delhi.

Reference Books:

1. Griffin, Ricky W. Organisational Behaviour, Houghton Mifflin Co., Boston.
2. Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001.
3. Newstorm, J. & David, K. (2007). Organizational Behavior, Human Behavior at Work. New Delhi: Tata McGraw Hill Publication.
4. Greenberg, J. & Baron, R.A. (2005). Behavior in Organizations. New Delhi: Pearson Education.

Course Title:	**BUSINESS ECONOMICS**		**Course:**	**BBA**		
Semester:	**I**		**Code:**	**CMUCBB103T**		
				L	**T**	**P**	**C**
				4	**0**	**0**	**4**

Course Objective:

CO1: To provide fundamental knowledge and exposure to concepts, theories and practices of economics.
CO2: To attain familiarity of market forces i.e. demand & supply and it mutual influence on the market.
CO3: To understand the production and cost concept applied in the production of product and services.
CO4: To gain knowledge of market structure and it's working in business world.
CO5: To conquer the information of economy, and its present status.

Course Learning Outcomes:

After completion of the course student will be able to:

CLO1: Understand the essential ideas in Managerial Economics pertinent to consumer, producer, and
      wealth-owner, including concepts, theories, and rules of utility and indifference curve.
CLO2: Understand and apply demand ideas and laws
CLO3: Application of concept of production function and laws of production, various cost functions.
CLO4: Analysis of market structure and its working in relation to pricing decision.
CLO5: Evaluation of Economic system and its performance in current scenario.

Credit: 4   **Total hours: 50**

Unit	Content	Hours
1	**INTRODUCTION OF ECONOMICS** Definition of Economics – Adam Smith, Marshal, Robbins and Samuelsson's view. Nature and scope of Economics- Economics as a Science, as an Art, positive and normative science. Inductive and deductive methods of economics. Micro & Macro Economics: Concept, Definition, Scope and Characteristics.	**10**
2	**DEMAND AND SUPPLY ANALYSIS** Demand Analysis: Concept and Types of Demand, Determinants of Demand, Law of Demand, Exception of Law of Demand, Demand Forecasting, Elasticity of Demand-Price, Income & Cross Elasticity Supply Analysis: Concept and Types of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply, Market equilibrium curve	**10**
3	**PRODUCTION AND COST ANALYSIS** Production: concept, factors of production and short run and long run production, Production function, laws of production-law of return to scale, law of variable proportion. Economies and Diseconomies of Scale Cost Analysis: Cost Concepts-Opportunity Cost, Incremental Cost, Sunk Cost, Direct & Indirect Cost, Fixed Cost, Variable Cost & Total Costs, Average Fixed Cost, Average Variable Cost, Average Cost and Marginal Cost, relationship between Average Cost, Marginal Cost Curve & Total Cost, Cost Curves–short-term and long–term cost curves.	**10**
4	**MARKET STRUCTURES & COMPETITION** Types of Markets & Competition: Perfect Competition- Features, Determination of Price and Output. Monopoly Market: Features, Determination of Price and Output, Monopolistic Competition- Features, Determination of Price and Output, Oligopoly- Features, Determination of Price and Output.	**10**
5	**NATIONAL INCOME, BUSINESS CYCLES, INFLATION** Business Cycles: Definition Features and Phases of Business Cycles, Effects of Business Cycles and Controlling Business Cycles.	**10**

Inflation – Types of inflation, causes of Inflation, Measurement of inflation, and impact of inflation. National Income: Concept of National Income, GDP, GNP, NDP, NNP, Methods of Measuring National Income, circular flow of income, Impact of global environment on business.	

Text Books:

1. Dwivedi D.N. - Managerial Economics (Vikas Publication, 7th Edition)

Reference Books:

1. Ahuja, H.L. (2015). Managerial Economics. S. Chand.
2. Atmanand. (2008). Managerial Economics. Excel Books.
3. Hirschey. (2009). Economics for Managers. Cengage Learning.
4. Peterson, H.C., Lewis, W.C., & Jain, S.K. (2009). Managerial Economics. Pearson Education.
5. Dr. D.M.Mithani. Managerial Economics – Theory and Applications, Himalaya Publications, 7th Ed.

Course Title:	BUSINESS MATHEMATICS	Course:	BBA
Semester:	I	Code:	SCSMPBB10T

L	T	P	C
4	1	0	4

Course Objective:

CO1: To understand about algebra and its application.
CO2: To understand about matrices and its uses in business.
CO3: To understand about differentiation and its application.
CO4: To understand about integration and its application.
CO5: To understand about Linear programing and its application.

Course Learning Outcomes:

After completion of the course student will be able to:
CLO1: Learn about the about algebra and its application.
CLO2: Understand the matrices and its uses in business.
CLO3: Learn the differentiation and its application.
CLO4: Outline the integration and its application.
CLO5: Learn about linear programing and its application.

Credit: 4   **Total hours: 50**

Unit	Content	Hours
1	**Fundamental of Algebra** Set: Introduction, Representation of sets, Types and Basic operation on set, Laws of set algebra, Venn diagram, Use of theory in business. Relation & Function: Composite relations, Properties of relation, Definition of function, Classification of functions, Operations on functions. Introduction to permutation and combination (Simple Problem)	**10**
2	**Matrices** Introduction and Definition of matrix & determinant, Properties of determinants, Types of Matrices, Operation on Matrices, Transpose, Adjoin & Inverse of Matrix, Rank of Matrix, Eigen value and Eigen vector, Solution to a system of equation by the Cramer's rule, Use of Matrix in Business.	**10**
3	**Differential Calculus** Differential Calculus: Limit, Continuity and Differentiability; Differentiation, Differentiation of product of two functions, Differentiation of quotient of two functions, Differentiation by substitution, Maxima & Minima.	**10**
4	**Integral Calculus** Integral Calculus: Fundamental rule of Integration, Integration by substitution, Integration by parts, Finite integrals, Practical applications in real life business problem.	**10**
5	**Linear Programing** Linear programing problem, Formulation of Linear Programing, Graphical method of solution, Simplex method for solving the LPP, Transportation & Assignment problem.	**10**

Text Book:

1.   Business Mathematics, by Qazi Zameeruddin, vikas publication

Faculty of Commerce & Management

Course Title: **ENVIRONMENTAL STUDIES** **Course:** **BBA**

Semester: **I** **Code:**

L	T	P	C
2	0	0	2

Course Objective:

CO1: To impart basic knowledge of environment.
CO2: To develop an attitude of concern for the environment.
CO3: To acquire skills to help people identifying and creating solutions for the environment related problems.

Course Learning Outcomes:

The students will be able to
CLO1: Gain understanding of the concepts of environmental studies.
CLO2: Develop a concern towards environment preservation
CLO3: Able to be a part of different sustainable developmental activities

Credit: 2 **Total hours: 30**

Unit	Content	Hours
1	Introduction to Environmental Studies: Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development. Ecosystems: Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological pyramids. Nutrient cycle.	6
2	Natural Resources: Renewable and non-renewable energy resources, Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impact due to mining dam building on environment. Flood and drought. .	6
3	Environmental Pollution: air pollution, water pollution, thermal pollution, noise pollution, soil pollution; Solid Waste Management; Environmental Impact Assessment.	6
4	Biodiversity and Conservation: Levels of biological diversity: genetic, species and ecosystem diversity; hot spots; threats to biodiversity; Conservation of biodiversity: in-situ and ex -situ conservation of biodiversity.	6
5	Impact of energy usage on environment: Global warming, Climate change, Depletion of ozone layer, Acid rain. Environmental ethics, Role of NGOs, Environmental Laws: Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act. Wildlife Protection. Act. Forest Conservation Act.	6

Text Books:
1. Environmental and Pollution Awareness by Sharma BR; Satya Prakashan, New Delhi.
2. Environmental Chemistry and Pollution Control by S.S. Dara; S Chand Publishing, New Delhi.
3. Environmental studies by Dr. Suresh K. Dhameja; S>K>Kataria & Sons, Delhi.

Reference Books:
1. Environmental Pollution by Dr. RK Khitoliya; S Chand Publishing, New Delhi
2. Environmental Science by Deswal and Deswal; Dhanpat Rai and Co. (P) Ltd. Delhi.

Course Title:	**PROFESSIONAL PROFICIENCY -I**	Course:	**BBA**
Semester:	**I**	Code:	**PTSPPBB11T**

L	T	P	C
2	0	0	2

Course Objectives:

CO1: This course is designed to develop ability to read and write correct English.
CO2: To attain reasonable fluency in the Language.
CO3: To exposed to introductory lessons of Aptitude Building.

Course Learning Outcomes:

 On Completion of this course, the students will be able to:
CLO1: Gain insight about Better representation of communication skills and apply them in business world.
CLO2: To develop personality and aptitude building required for jobs
CLO3: To inculcate employability skills and prepare for Industries /corporate and public and Private Sector jobs.

Credit: 2   **Total hours: 30**

Unit	Content	Hours
1	**HARD SKILLS** Hard skill includes Basic Grammar, Vocabulary, Articles, Tenses, Construction of Sentences and Reading Comprehension etc.	**10**
2	**COMMUNICATION SKILL** Efforts should be made to overcome the initial hesitation of speaking English of students and hence improve their fluency in English. Suggested methods include: - Follow only English language in the class. - Class should be interactive and students should always be engaged in some kind of conversation. - Group Discussion and Interview Practices - Each student should speak 5 minutes, 3-4 times in 1st semester on topics of his choice selected from Social, Environmental, Sports, Business and Economics, Medicines and Health Care, Science and Technology, Politics, World Affairs and Religion etc. - In the above process students should be regulated towards better Vocabulary and Pronunciation.	**10**

3	**APPTITUDE BUILDING**
	 QUANTITATVIE APPTITUDE
	   1. Basic Calculations : (BODMASS rule, Square and square root, Cube and cube root, Different types of numbers, Divisibility rule, Fraction and comparison of fraction)
	   2. Number System: Multiples, Factors Remainder, Remainder Theorem, Unit Place, Number formation, Factorial, LCM and HCF Finding and its application.
	   3. Percentage: (Basics of percentage and it's calculation, Comparison of percentage, How to use in data interpretation, Venn diagram)
	 LOGICAL REASONING
	   1. Coding and decoding.
	   2. Number Series
	   3. Blood Relation.
		10

Course Title: **BUSINESS COMMUNICATION**   **Course:** BBA
Semester: I   **Code:** CMUCBB105T

L	T	P	C
2	0	0	2

Course Objective:

CO1. To provide an overview of Business Communication
CO2. To understanding the important role of Business Communication in organizational success.
CO3. To impart the correct practices of the strategies of Effective Business writing.

Course Learning Outcomes:

CLO1. To distinguish among various levels of organizational communication and communication barriers.
CLO2. To stimulate their Critical thinking by designing and developing clean and lucid writing skills.
CLO3. To demonstrate his/her verbal and non-verbal communication ability through presentations.

Credit: 2

Total hours: 30

Unit	Content	Hours
1	**Business Communication:** Introduction, Role Of Communication In Business, Definitions of Communication, Purpose of Communication, Communication Situation, Communication Process, Forms Of Communication (Formal & Grapevine), Barriers of Communication, Seven Cs of Communication	10
2	**Oral Communication:** Oral Communication, Advantages of Oral Communication, Limitations of Oral Communication, Two Sides Of Oral Communication, Principles Of Effective Communication, Effective Listening, Non-verbal Communication. **Written Communication:** Written Communication, Purpose Of Writing, Principles Of Effective Writing, Writing Techniques, Electronic Writing Process	10
3	**Business Letters and Report Writing:** Business Letters And Its Need, Types Of Letter, Structure Of Business Letter, Form Of Letters, Report Writing, Types Of Business Reports, Characteristics And Purpose Of A Good Report, Guiding Principles Of Writing A Report, Preparing A Report, Structure Of A Report **Presentation Skill:** Presentation, Elements Of Presentation, Designing A Presentation, Using Visual Aids, Appearance And Posture, Tips For An Effective Presentation.	10

Text Book:
- Vikram Bisen and Priya, "Business Communication", New Age International Publishers.
- B. M. Shaikh, "Business Communication", Vision Publication.
- Urmila Rai and S. M. Rai, "Business Communications", Himalaya Publication House.

Reference Books:
- Asha Kaul, "Effective Business Communications", PHI Learning private Ltd.
- Dr. Anjali P. Kalkar," Business Communications", Success Publications.

Faculty of Commerce & Management

Course Title: ANALYTICS FOR ALL
Semester: I

Course Code: CMUIBB111T

L	T	P	C
2	0	1	3

Course Objective:

To allow all users to understand the analytics that matter to their business, department or project. To get effectively, efficiently, elegantly, accurately as well as meaningfully communicating information through visualization. To calculate results for particular groups of interest. To arrange the data into some meaningful order to make it easier to understand, analyze or visualize.

To allow for efficient analysis, limits errors and inaccuracies that can occur to data during processing, and makes all processed data more accessible to users.

Course Content

Unit	Content	Hours
I	**INTRODUCTION TO IBM COGNOS ANALYTICS** Reporting, Explore the environment, Examine the side panel, Explore authoring templates ,Design then run the report ,Change the properties of an object, Create a simple report, Dimensionally-modeled and dimensional data sources, Create a report from a dimensionally-modeled relational data source ,Examine personal data sources and data modules , Create a report from a personal data source.	9
II	**CREATE LIST REPORTS** Examine list reports ,Group data ,Include list headers and footers ,Format list columns, Enhance a list report, Understand fact/measure data ,Understand aggregate data, Understand difference in aggregation ,Explore data aggregation ,Use shared dimensions to create multi-fact queries ,Create a multi-fact query in a list report ,Add repeated information to reports Create a mailing list report ,Focus reports using filters ,Create filters ,Filter your data with advanced detail filters , Apply filters to a report, Determine when to apply a filter with aggregation , Apply a detail filter on fact data in a report ,Filter your data with summary filters ,Apply a summary filter to a report. Apply predefined source filters , Create a report focused on top performing product types and product lines	9
III	**CREATE CROSSTAB REPORTS & PRESENT DATA GRAPHICALLY** Create a Crosstab report ,Add measures to Crosstab reports, Data sources for Crosstabs ,Create a simple Crosstab report, Create complex Crosstab reports ,Create Crosstab nodes and Crosstab node members, Create complex Crosstab reports, Format Crosstab reports, Add unrelated items to Crosstabs edges, Sort and format a Crosstab report, Present unrelated items in a Crosstab using a discontinuous Crosstab.	9
IV	**PRESENT DATA GRAPHICALLY** Create a Visualization report, Different chart options, Create charts containing peer and nested items, Create and reuse custom chart palettes, Add data-driven baselines and markers to charts, Create and format a chart report, Compare values and highlight proportions using gauge charts and pie charts, Create a gauge report and a pie chart report, Display items on separate axes, Show the same data graphically and numerically, Customize charts, RAVE, Display RAVE visualizations, Create a dashboard report.	9

V	**FOCUS REPORTS USING PROMPTS** Examine parameters and prompts, Create a parameter item on the report, Build a prompt page, Add a prompt item to a report, Create a prompt by adding a parameter Identify prompt type, Add a value prompt to a report, Add pages to a report, Add a Select & search prompt to a report, Create a cascading prompt, Create a cascading prompt, Focus a report using value prompts	9
VI	**EXTEND REPORTS USING CALCULATIONS** Objectives, Derive Additional Information From The Data Source, Add Run-time Information To Your Report, Add Date/Time Functions To Your Report, Add String Functions To Your Report. Demo 1: Add Calculations To A Report, Display Prompt Selections In Report Titles. Demo 2: Display Prompt Selections In the Report Title, Summary. Workshop 1: Sales Percent By Sales Rep And Country. Additional Information: Some Common Functions. Drill Through from one report to Another	9

Course Outcome:
- Understanding how an organization functions.
- Developing understanding of managerial practices and their perspectives.
- Applying planning and managerial decision making skills.
- Develop analytical and problem solving skills, based on understanding of management concepts and theories.

Recommended Text Books:
1. IBM Cognos 10 Report Studio Cookbook by Ahmed Lashin.
2. IBM Cognos 10 Framework Manager by Terry Curran
3. IBM Cognos Business Intelligence V10.1 Handbook
4. IBM Cognos 10 Report Studio Cookbook, Second Edition
5. IBM Cognos Business Intelligence 10.1 Dashboarding Cookbook
6. PTNR01A998WXY C2090-621 IBM Cognos Analytics Author V11 Practice Exam E-Book Set (DVD)

Recommended Reference Books:

- IBM Cognos Business Intelligence v10: The Complete Guide (IBM Press) 1st Edition, Kindle Edition
- IBM Cognos TM1 The Official Guide.
- IBM Cognos Business Intelligence

BBA & BBA IBM
IIND SEMESTER SYLLABUS

S. No	Course Code	Course Title	Lectures (L) Hours/ Week	Tutorial (T) Hours/ Week	Practical (P) Hours Week	Credits
Core Courses						
1	CMUCBB203T	Fundamentals of Marketing	4			4
2	CMUCBB204T	Introduction of Human Resource Management	4			4
3	CMUCBB201T	Business organization	4			4
Discipline Specific Courses (DSE)						
4	CMUCBB202T	Financial Accounting	4			4
5	CMUCBB205T	Business Statistics	4			4
Ability Enhancement Compulsory courses (AECC)						
6	PTSPPBB21T	Professional Proficiency – II	2			2
					Total Credits	**22**

S. No	Course Code	Course Title	Lectures (L) Hours/ Week	Tutorial (T) Hours/ Week	Practical (P) Hours Week	Credits
Core Courses						
1	CMUCBB203T	Fundamentals of Marketing	4			4
2	CMUCBB204T	Introduction of Human Resource Management	4			4
3	CMUCBB201T	Business organization	4			4
Discipline Specific Courses (DSE)						
4	CMUCBB202T	Financial Accounting	4			4
5	CMUCBB205T	Business Statistics	4			4
Ability Enhancement Compulsory courses (AECC)						
6	PTSPPBB21T	Professional Proficiency – II	2			2
IBM Paper						
7	CMUIBB206T	Data Visualization with Python	2		2	4
					Total Credits	**26**

Faculty of Commerce & Management

Course Title:	**FUNDAMENTALS OF MARKETING**		**Course:**	**BBA**	
Semester:	**II**		**Code:**	**CMUCBB203T**	

L	T	P	C
4	0	0	4

Course Objective:

CO1.To give students in business and other disciplines an overview
CO2. To understanding of the important role of marketing in organizational success.
CO3. Students will be introduced to all the significant uses and functions of marketing.
CO4. To appreciate why small, medium, and large organizations must develop a market and consumer.
CO5. To focus towards emerging competitive environment in India and abroad.

Course outcomes:

CLO1. Comprehend basic marketing concepts.
CLO2. Understand marketing Insights on application of basic marketing concepts.
CLO3. Able to Apply and develop Marketing Strategies.
CLO4. To know about various channels function in the environment.
CLO5. Develop skills to understand the digital aspect of marketing.

Credit: 4   **Total hours: 50**

Unit	Content	Hours
1	**INTRODUCTION TO MARKETING MANAGEMENT** Concepts, scope, Marketing Management Philosophies. Role and Functions of marketing manager.	**10**
2	**TYPES OF MARKETING** Tele Marketing, E-Marketing-Service Marketing, Rural Marketing-feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies.	**10**
3	**MARKETING MIX & SEGMENTATION** **Marketing Mix:** Meaning, Scope, Utility, Product mix, Product concept, Product life Cycle, Product Simplifications, Decertification Elements Price mix – factors, Methods, Importance. **Market Segmentation:** Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation	**10**
4	**MARKETING CHANNELS & PROMOTIONS** Nature, concept & Role of Marketing Channels, Functions of Marketing Channels, Factors influencing channels, Elements of Promotion Mix, Sales Promotion System. Recent Trends in Promotion Sale. Advertising, Role of Advertising, Advertising Media.	**10**
5	**MARKETING INFORMATION SYSTEM & MARKETING RESEARCH** Concept & components of a Marketing Information System ; Marketing Research: Meaning & scope – marketing research procedure – types & techniques of Marketing Research –Managements use of Marketing Research.	**10**

Text Books:

   1. Kotler, Keller, Kevin. Marketing Management: A South Asian Perspective.15/e, Pearson Education,2016.
   2. Ramaswamy V. S. &Namakumari S Marketing Management. 6/e, Sage Publication India.
   3. Tapan Panda. Marketing Management, 5/e, Excel Publication, 2007.
   4. Dr. Premvir Kapoor, Khanna. Principles & Practices of Management. Publishing House, Delhi.

Reference Books:

   1.Ramaswamy, V. S., &Namakumari, S. (2002). Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context. 3rd Edition. McMillan Publication.

Course Title:	**INTRODUCTION OF HUMAN RESOURCE MANAGEMENT**	**Course:**	**BBA**
Semester:	**II**	**Code:**	**CMUCBB204T**

L	**T**	**P**	**C**
4	**0**	**0**	**4**

2. Kumar, A. & Meenakshi, N. (2008). Marketing Management. Vikas Publishing House.

Course Objectives:

CO1: To provide students an understanding of the competitive advantage of Human Resource Management.
CO2: To impart knowledge of the skills required to be an effective HR manager.
CO3: To understand importance of training and development for keeping an organization progressive.
CO4: To provide an insight into the art of motivation, compensation management and grievance handling.
CO5: To apply human resource planning in organization.

Course Learning Outcomes:

On completion of the course, students will be able to:
CLO1: Define and describe the concepts of Human Resource Management.
CLO2: Understand the concept of HRP, Recruitment and Selection.
CLO3: Demonstrate and compare various Training techniques and analyze the ways to improve self-motivation.
CLO4: Create a stress free environment for enhancing productivity.
CLO5: To know about various performance appraisal techniques.

Credit: 4   **Total hours: 50**

Unit	Content	Hours
1	The Strategic Role of HRM Nature, scope, objectives, importance and functions, Human resource as an asset in organization, Evolution of the concept of HRM, Human resource management in India	**10**
2	Job Analysis & Design - Job Analysis – Meaning, Uses, Process and methods of collecting data for job analysis, Competency approach to job analysis, Job Description, Job Specifications & Role Analysis, Factors affecting Job Design, Techniques of Job Design, Cases and Exercises in understanding Job Analysis.	**10**
3	Human Resources Planning & Recruitment Policy - Human Resources Planning; Need for Human Resources Planning; Process of Human Resources Planning; Human Resource Planning System; Responsibility for Human Resource Planning.	**10**
4	Selection, Induction & Placement - Selection Process, New tools /Methods of selection – Interviews, Tests and assessment of effectiveness of selection tools. Employee Growth & Development Training - Introduction of Training; Objectives and Importance of Training; Training Needs Identification.	**10**
5	Performance Appraisal - Nature, Objectives, limitations–various methods – Modern & Traditional, Multiple Person Evaluation Methods; Performance Tests & Field Review Techniques; Appraisal, Praise and Recognition; Rewards and Incentives; Promotions	**10**

Text Books:

1. A Recommended Text Book of Human Resource Management – C. B. Mamoria & S. V. Gankar. Publication - Himalaya Publishing House

Reference Books:

1. Personnel and human Resource management.Text & cases, P Subba Rao, Publication Himalaya Publishing House
2. Human resource Management – P. Jyothi, Publication – Oxford University Press.
3. Human Resource Management , Ninth Edition, R.Wayne Mondy, Robert M, Noe, Publication Pearson Education

Faculty of Commerce & Management

Course Title:	**BUSINESS ORGANISATION**	Course:	**BBA**

Semester:	**II**	Code:	**CMUCBB201T**

L	T	P	C
4	**0**	**0**	**4**

Course Objectives

CO1: To recognize the fundamental concepts and structures of business organizations.
CO2: To examine the current business environment and a company's promotion.
CO3: To gain a better understanding of the process of generating business ideas and creativity at workplace.
CO4: To gain a better understanding of plant structure, mass manufacturing, and customization.
CO5: To comprehend company mergers and acquisitions, as well as the micro and macro business environment.

Course learning Outcome

On completion of the course students will be able to:
CLO1: Differentiate between different types of business ownership.
CLO2: Explain and apply important aspects of business enterprise promotion and management.
CLO3: Identify and discuss the numerous aspects that go into growing a firm in a varied setting.
CLO4: Evaluate the impact of various factors on plant location and the distinction between mass customization and production.
CLO5: Assess the importance of the corporate climate and mergers and acquisitions.

Credit: 4   **Total hours: 50**

Unit	Content	Hrs.
1	**CONCEPTS AND NATURE** Concepts and nature of Business Organization, Business motives, Spectrum of Business – Industry, Trade and Commerce, Two sector classification - Manufacturing and Service sectors. Forms of business organization, Social responsibility and Ethics	**10**
2	**BUSINESS ENTERPRISE** Promotion of a Company, Functions of Promoter, Public Enterprises& its types, Emerging opportunities in business, Networking marketing, franchising, Business process Outsourcing. Entrepreneurial opportunities in contemporary business environment; Process of setting up a business enterprise.	**10**
3	**BUSINESS IDEA** Ways to generate business idea, Idea assessment and business development process, SWOT analysis, Role of creativity and innovation, Stages of creativity, Feasibility Study, Business policy: types and elements.	**10**
4	**SMALL SCALE INDUSTRY** Small scale industry & its types, Plant location decisions. Factors affecting plant location decisions, Plant Lay out, Mass customization, logistics management.	**10**
5	**BUSINESS COMBINATION** Business Combination Meaning, Causes, Objectives, Types and Forms, Mergers, Takeovers and Acquisitions	**10**

Text Book:

1. Tulsian and Pandey, Business organization and Management, Pearson Education

Reference Book:

2. T N Chambray, Business organization and Management, Sun India publications
3. Allen L.A. Management and Organisation. Mcgraw Hill, New York.
4. Gupta, C.B. Modern Business Organisation. Tata Mcgraw Hill, New Delhi
5. Lele, R.K. and J.P. Mahajan. Business Organisation. Pitamber Publishing, New Delhi.
6. Mishra, N. Modern Business Organisation. SahityaBhawan. New Delhi

Faculty of Commerce & Management

Course Title:	**FINANCIAL ACCOUNTING**		**Course:**	**BBA**
Semester:	**II**		**Code:**	**CMUCBB202T**
				L T P C
				4 0 0 4

Course Objective:

CO1: To give students a first-hand exposure to the fundamentals of accounting principles
CO2: To gain the ability of using accounting information as a tool in applying solutions for managerial problem
CO3: To evaluate the financial performance, and interpreting the financial structure
CO4: To understand about integration and its application.
CO5: To understand about Linear programing and its application.

Course Outcomes:

CLO1.   Understand and perceive the development of accounting and purpose of maintaining records.
CLO2.   Prepare financial statements of sole proprietor and explain the meaning of certain key terms.
CLO3.   Compute depreciation according to different methods of providing depreciation.
CLO4.   Preparation of Partnership accounts.
CLO5.   Understand and make appropriate accounting entries regarding issue and forfeiture of shares.

Credit: 4   **Total hours: 50**

Unit	Content	Hrs
1	**INTRODUCTION OF ACCOUNTING** Meaning and concepts of financial accounting, users of accounting information, fundamental books of accounting, accounting cycle, journal entries, ledger, cash book: three column.	**10**
2	**TRIAL BALANCE** Need, importance, limitations. Preparation of trading and P & L Account and balance sheet with simple adjustments.	**10**
3	**RECTIFICATION &DEPRECIATION** Rectification of errors, Depreciation: concept, rationale and methods of charging depreciation.	**10**
4	**PARTNERSHIP** Meaning, Admission, Retirement and Death of a partner (Simple Problems).	**10**
5	**INTRODUCTION TO JOINT STOCK COMPANY** Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries, Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Re-issue of Shares (Simple Problems).	**10**

.

Text Books:

1.   R.L Gupta & V.K Gupta -Advanced Accounting – Sultan Chand – New Delhi 2015.
2.   Maheshwari S.N & Maheshwari S. K, An Introduction to Accountancy, Vikas Publication.
3.   Shukla & Grewal -Advanced Accounting - S Chand – New Delhi
4.   Jain &Narang , "Advanced accounts", Sultan Chand & Sons 2010.
5.   Dhamija - Financial Accounting for Managers: (Prentice Hall, 2nd Edition).

Reference Books:

1.   Narayan swami - Financial Accounting: A Managerial Perspective (PHI, 5th Ed.)
2.   Dhanesh Khatri- Financial Accounting (TMH,2015)
3.   Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
4.   Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition).
5.   Mukherjee - Financial Accounting for Management (TMH, 2nd Edition).

Course Title:	BUSINESS STATISTICS	Course:	BBA
Semester:	II	Code:	CMUCBB205T

L	T	P	C
4	1	0	4

Course Objective:

CO1. Emphasize statistical literacy and develop statistical thinking
CO2. To enhance the usage of Measures of central tendency for students in various fields.
CO3. To provide basic knowledge of the origin and evolution of Statistics.
CO4. To impart the importance and knowledge of Statistics to the students
CO5. Apply concepts of sample space and probability to solving problems

Course Learning Outcomes:

After completion of the course student will be able to:

CLO1: Distinguish among different scales of measurement and their implications for solving problems
Calculate measures of central tendency and variation.
CLO2. Distinguish among different scales of measurement and their implications for solving problem
CLO3. Use simple/multiple regression models to analyse the underlying relationships between the variables.
CLO4. Measure changes in the magnitude of a group of related variables through index number.
CLO5. Basic probability concepts and probability distributions as an aid to business decision making

Credit: 4   **Total hours: 50**

Unit	Content	Hrs.
1	**INTRODUCTION OF STATISTICS** Introduction of statistics, Types of statistical methods, Importance ,Scope and limitations ,Data classification, Tabulation and representation, Concept and method of Sampling Measures of Central Tendency: Arithmetic Mean, Geometric Mean, Harmonic Mean and Weighted Average, Median and Mode	10
2	**MEASURES OF DISPERSION, SKEWNESS, & CORRELATION** Measures of Dispersion: Range, Average Deviations, Standard Deviation, Combined Standard Deviation and the Coefficient of Variation Skewness: Concept test and measurements Correlation Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation,	10
3	**REGRESSION &TIME SERIES ANALYSIS** Fitting of a Regression Line and Interpretation of Results, Properties of Regression . Time Series Concept, Additive and Multiplicative models, Components of time series, Least Square method	10
4	**INDEX NUMBERS** Meaning, Types of index numbers, Uses of index numbers, Construction of Price, Quantity and Volume indices, Fixed base and Chain base methods.	10
5	**PROBABILITY** Probability Theory & Distribution Probability: Theory of Probability, Addition and Multiplication Law	10

Text Books:

1. DN Elhance – Fundamental of statistics ,5th ed, Kitab Mahal
2. JK Sharma --Business Statistics,4th ed, Pearson
3. Newbold, Carlson, Thorne – Statistics for Business and Economics, 6th ed. Pearson.

Reference Books:

1. Chandrasekaran & Umaparvathi-Statistics for Managers, 1st edition, PHI Learning
2. S. C. Gupta – Fundamentals of Statistics, Himalaya Publishing

Faculty of Commerce & Management

Course Title:	**PROFESSIONAL PROFICIENCY – 1I**	Course:	BBA
Semester:	**II**	Code:	**PTSPPBB21T**

L	T	P	C
2	0	0	2

Course Objective:

CO1: For overall personality development and aptitude building required for jobs
CO2: To help student's employability.
CO3: To make students ready for Industries /corporate and other public and Private Sector jobs

Course Learning Outcomes:

After completion of the course student will be able to:
CLO1: Attain reasonable fluency in the Language and able to read and write correct English.
CLO2: Become industry ready in terms of performing their job.
CLO3: Apply their communication skill for negotiation and persuasion.

Credit: 2   **Total hours: 30**

Unit	Content	Hours
1	**HARD SKILLS:** Hard skill includes Basic Grammar, Vocabulary, Articles, Tenses, Construction of Sentences and Reading Comprehension etc.	10
2	**COMMUNICATION SKILL** Efforts should be made to overcome the initial hesitation of speaking English of students and hence improve their fluency in English. Suggested methods include: Follow only English language in the class. Class should be interactive and students should always be engaged in some kind of conversation. Group Discussion , Interview Practices and Presentation Skills Each student should speak 10 minutes, 2-5 times in 2nd semester on topics of his choice selected from Social, Environmental, Sports, Business and Economics, Medicines and Health Care, Science and Technology, Politics, World Affairs and Religion etc. In the above process students should be regulated towards better Vocabulary and Pronunciation.	10
3	**QUANTITATVIE APPTITUDE** Ratio and proportion, Partnership., Problem on Ages., Syllogism, Statement Assumption., Statement Conclusion., Reading Comprehension.	10

Course Title: DATA VISUALIZATION WITH PYTHON   **Course Code:**

Semester: II   **CMUIBB206T**

                                                                            L T P C

                                                                            4 0 4 4

Course Objective:

The course is aimed to provide comprehensive introduction to programming with Python, starting from the basics. Beyond confidently using Python, the class will focus on solving problems around Data Processing and Analysis. The overarching goal is to equip students with enough programming experience to start working in any area of computation and data-intensive research.

Course Content

Unit	Content	Hours
I	**INTRODUCTION OF STATISTICS** Introduction to Statistics, Difference between inferential statistics and descriptive statistics, Inferential Statistics-Drawing Inferences from Data, Random Variables, Normal Probability Distribution, Sampling, Sample Statistics and Sampling Distributions. R overview and Installation-Overview and About R, R and R studio Installation, Descriptive Data analysis using R, Description of basic functions used to describe data in R, Introduction to Python, installation.	9
II	**GETTING STARTED WITH PANDAS:** Arrays and vectorized computation, Introduction to pandas Data Structures, Essential Functionality, Summarizing and Computing Descriptive Statistics. Data Loading, Storage and File Formats. Reading and Writing Data in Text Format, Web Scraping, Binary Data Formats, Interacting with Web APIs, Interacting with Databases Data Cleaning and Preparation. Handling Missing Data, Data Transformation, String Manipulation, Data Wrangling: Hierarchical Indexing, Combining and Merging Data Sets Reshaping and Pivoting.	9
III	**DATA VISUALIZATION WITH MATPLOTLIB** Introduction to Jupyter Notebook, Python scripting basics, Numpy and Pandas, Matplotlib overview, Basic plots using matplotlib, Specialized Visualization Tools using Matplotlib, Advanced Visualization Tools using Matplotlib-Waffle Charts, Word Clouds.	9
IV	**SEABORN OVERVIEW** Introduction to seaborn, Seaborn functionalities and usage, Spatial Visualizations and Analysis in Python with Folium, Distribution, Categorical Plots, Matrix Plots ,Regression Plots , Choropleth Maps, Grids, Style and Colors, Case Study	9

V	DATA VISUALIZATION WITH WATSON STUDIO	
	Introduction to data visualization, Adding data to data refinery, Visualization of Data on Watson Studio, Data manipulation packages	9

Course Outcome:

- Understanding how to present the data in a form that makes sense to people..

- Identify appropriate data visualization techniques given particular requirements imposed by the data

- Applying techniques to load, clean, transform, merge and reshape data .

- Understand and apply statistical methods for Data visualization.

Recommended Text Books:

1. IBM Course Material
2. The Visual Display of Quantitative Information (2nd Edition). E. Tufte. Graphics Press, 2001.
3. Envisioning Information, E. Tufte. Graphics Press, 1990.
4. Bill Lubanovic, Introducing Python, O'Reilly (2014)
5. Wes McKinney, Python for Data Analysis, O'Reilly (2013)

Recommended Reference Books:

1. McKinney, W.(2017). Python for Data Analysis: Data Wrangling with Pandas, NumPy and IPython. 2nd edition. O'Reilly Media.
2. O'Neil, C., & Schutt, R. (2013). Doing Data Science: Straight Talk from the Frontline
3. Data Visualization with Python: Create an impact with meaningful data insights using interactive and engaging visuals, New Delhi.
4. "Cartographies of Time: A History of the Timeline" by Daniel Rosenberg, Anthony Grafton, New Delhi.