(Shri Ramkrishna Seva Mandal's)

ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)
(Affiliated to Sardar Patel University)
NAAC ACCREDITED 'A' GRADE (3.04 CGPA)
ISO 9001:2015
Syllabus as per NEP 2020 with effect from the Academic Year 2026-27

Bachelor of Business Administration
BBA (GEN)Semester – IV

Course Code	UB04MABBA01	Title of the Course	Human Resource Management- II
Total Credit of Course	04	Hours Per Week	04

Course Objectives	1. To explain the concepts of employee safety and health, causes of industrial accidents, and statutory provisions in India. 2. To analyze industrial relations, causes of disputes, and mechanisms for prevention and settlement. 3. To apply concepts of trade unions and collective bargaining strategies in organizational contexts. 4. To evaluate the impact of globalization, HRIS, and virtual organizations on HRM practices. 5. To develop data management strategies and IT-based solutions for effective HRIS.

Course Content

Unit	Description	Weightage* (%)
1.	**Employee Safety and Health** ➢ Employee Safety: Meaning, Types of Industrial Accident, Causes of Industrial accident, and Statutory Provisions of Employee safety in India ➢ Employee Health: Meaning, Occupational Hazards and Diseases, Protection against Hazards, and Statutory provisions of health according to factories act, 1956.	20%
2.	**Industrial Relations and Industrial Disputes** ➢ Industrial Relations: Concept, Objectives, Parties, Importance and Approaches ➢ Industrial Dispute: Definition, Forms, Causes and Preventive Measures and Settlement Authorities	20%
3.	**Trade Union and Collective Bargaining** ➢ Trade Union: Meaning, Functions, Problems and Measures ➢ Collective Bargaining: Meaning, Strategies, and Process	20%
4.	**HRM in Global Scenario** ➢ Challenges of HRM ➢ Impact of Globalisation on HRM ➢ Talent Management: Introduction, Talent Acquisition, Talent Identification & Development, Talent Retention.	20%

	➢ Virtual Organisation: Concept, Types, Features, Advantages& Disadvantages ➢ HRD : Meaning & Functions	
5.	**Human Resource Information System** ➢ Data and Information needs for HR Manager ➢ Sources of Data ➢ Role of IT in HRM ➢ IT for HR Managers ➢ Data management for HRIS – Data formats	20%

Teaching-Learning Methodology	**Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises**

Internal and / or External Examination Evaluation

Sr. No.	**Details of the Evaluation / Exam Pattern**	**50 Marks (%)**	**25 Marks (%)**
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	Total Internal (%)	**50 (100%)**	**25 (100%)**
	College External Examination (%)	**50 (100%)**	**25 (100%)**

Course Outcomes: Having completed this course, the learners will be able to	
1.	Explain safety measures, occupational hazards, and legal provisions related to employee health and safety.
2.	Analyze industrial disputes and evaluate methods for their prevention and resolution.
3.	Apply trade union functions and collective bargaining processes effectively.
4.	Evaluate global HR challenges and the role of HRIS and virtual organizations.
5	Design HRIS data systems and utilize IT tools for HR decision-making.

Suggested References:

Sr.No.	References
1.	Memoria, C. B., & Gankar, S. V. (n.d.). *Personnel management*. Himalaya Publishing House.
2.	Khanka, S. S. (n.d.). *Human resource management*. S. Chand.
3.	Gupta, C. B. (n.d.). *Human resource management*. Himalaya Publishing House.
4.	Rao, P. S. (n.d.). *Text and cases of human resource management*. Himalaya Publishing House.
5.	Aswathappa, K. (n.d.). *Human resource and personnel management*.
6.	Prasad, L. M. (2018). *Human resource management*. Sultan Chand & Sons.
7.	Kumar, A. (2012). *Talent management*. Himalaya Publishing House.
8.	Rao, T. V. (2014). *HRD scorecard 2500: Based on HRD audit*. SAGE Publications India.

Digital Resources

https://www.collegetutor.net/notes/HUMAN__RESOURCE__MANAGEMENT_Notes_Pdf?utm

https://www.collegetutor.net/notes/Human_Resource_Management_book_pdf?utm

https://baou.edu.in/assets/pdf/PGDHR_104_slm.pdf?utm

Bachelor of Business Administration

BBA (GEN) -Semester-IV

Course Code	**UM04MABBA02**	**Title of the Course**	**MARKETING MANAGEMENT-II**
Total Credits of the Course	**4**	**Hours per Week**	**4**

Course Objectives:	1. To develop an understanding of consumer satisfaction & dissatisfaction. 2. To provide an understanding of online buying behavior & its determinants. 3. To develop an understanding of consumerism & its growth in India. 4. To develop an understanding of the communication mix, various media types & sales promotion tools. 5. To develop an understanding of sales force management, personal selling processes, and the fundamentals of digital marketing.

Course Content

Unit	**Description**	**Weightage* (%)**
1.	**CONSUMER SATISFACTION & BUYER BEHAVIOUR** ➢ Concept of Consumer Satisfaction ➢ Working towards enhancing consumer satisfaction ➢ Sources of consumer dissatisfaction ➢ Dealing with consumer complaint ➢ Model & Scope of Buyer Behavior.	20%
2.	**ONLINE BUYING CONSUMER BEHAVIOUR AND ENVIRONMENTAL DETERMINANTS** ➢ Introduction to Online Buying Behavior ➢ Meaning and Definition of Online Buying Behavior ➢ Reasons for Buying Through Online Channel ➢ Consumer decision making Process towards online shopping ➢ Factors Affecting Consumer Behavior	20%
3.	**CONSUMERISM** ➢ Concept of consumerism ➢ Consumerism in India-The Indian consumer ➢ Reasons for growth of consumerism in India ➢ Consumer protection Act 1986	20%

	➢ Consumer Movement.	
4.	**COMMUNICATION-MIX** ➢ A Brief Overview of Communication Mix ➢ Types of Media & its Characteristics ➢ Print - Electronic - Outdoor –Internet ➢ Sales Promotion tools ➢ IMC- Definition-Process ➢ Need & Significance - CRM	20%
5.	**SALES FORCE MANAGEMENT & DIGITAL MARKETING** ➢ Sales Force Management ➢ Personal Selling Process ➢ Compensation and Control of Sales Force ➢ Digital Marketing: Introduction, Applications & Benefits ➢ Digital Advertising Market in India.	20%

Teaching-Learning Methodology	• ICT through (Power Point Presentation, Audio-Visual Presentation) • Group Discussion, • Role Playing, • Case Study

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		**50 (100%)**	**25 (100%)**
College External Examination (%)		**50 (100%)**	**25 (100%)**

Course Outcomes: Having completed this course, the learner will be able to	
1.	Analyze consumer satisfaction levels & identify sources of dissatisfaction.
2.	Analyze online consumer behavior.
3.	Analyze the concept and evolution of consumerism in India.
4.	Analyze different communication channels, apply IMC and CRM concepts.
5.	Analyze sales force performance, apply motivation and compensation strategies, and evaluate digital marketing practices.

Suggested References:	
Sr.No.	**References**
1.	Kotler, P. (2003). *Marketing management* (11th ed.). Pearson Education (Singapore) Pte. Ltd.
2.	Ramaswamy, V. S., & Namakumari, S. (1994). *Principles of marketing* (1st ed.). Macmillan India Ltd.
3..	Pillai, R. S. N., & Bagavathi. (n.d.). *Modern marketing*. S. Chand & Co.
Digital resources to be used if available as reference material	
Digital Resources	
https://www.coursera.org	
https://swayam.gov	

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Bachelor of Business Administration
BBA (General) Semester – IV

Course Code	**UB04MABBA03**	**Title of the Course**	**Financial Management II**
Total Credit of Course	**04**	**Hours Per Week**	**04**

Course Objectives	1. To develop understanding of cash management concepts and efficient handling of cash inflows and outflows. 2. To provide knowledge of receivables management and evaluation of credit policies. 3. To build understanding of inventory management techniques such as EOQ and ABC analysis. 4. To introduce the concept and computation of operating, financial, and combined leverage. 5. To familiarize students with the structure and components of the Indian financial system.

Course Content		
Unit	**Description**	**Weightage* (%)**
1.	**Management of Cash (Theory and Examples)** ➢ Introduction of Cash management ➢ Meaning and Nature of Cash ➢ Motives for holding Cash ➢ Objectives of cash Management ➢ Managing the Cash Inflows and Cash Outflows ➢ Determine the optimum level of Cash ➢ Examples of Cash Budget	20%
2.	**Management of Receivables (Theory and Example)** ➢ Meaning and Definition of Receivable Management ➢ Objectives of Receivables Management ➢ Credit Policy variables ➢ Examples of credit evaluation: Relaxation in credit period & Cash discount proposals only	20%

3.	**Inventory Management (Theory and Example)** ➢ Meaning of inventory & inventory management, ➢ Objectives of Inventory Management ➢ Importance of Inventory Management ➢ Inventory Management techniques - EOQ & levels of inventory ➢ ABC Analysis of Material Management	20%
4.	**Leverage Analysis (Theory and Example)** ➢ Introduction ➢ Meaning and Definition of Leverage ➢ Importance, Types of Leverages - Operating Leverage, Financial Leverage and combined Leverage ➢ Computation of Leverage and degree of each leverage.	20%
5.	**Indian Financial System** ➢ Introduction ➢ Financial Market: Brief concept of Money market, Capital market, Call money market ➢ Stock exchange: Meaning and Definition, Functions, Internet stock trading ➢ Financial Institution - IDBI, IFCI, SIDBI & NABARD	20%

Teaching-Learning Methodology	**Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises**

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	Total Internal (%)	**50 (100%)**	**25 (100%)**
	College External Examination (%)	**50 (100%)**	**25 (100%)**

	Course Outcomes: Having completed this course, the learner will be able to
1.	Explain and apply cash management techniques including cash budgeting and optimum cash level determination.
2.	Analyze and evaluate receivables management decisions and credit policy variables.
3.	Apply inventory management techniques such as EOQ, stock levels, and ABC analysis for effective control.
4.	Compute and interpret operating, financial, and combined leverage for decision making.

5	Explain the structure and functioning of the Indian financial system, markets, and institutions.

Suggested References:

Sr. No.	References
1.	Maheshwari, S. N., & Maheshwari, S. K. (2021). Financial management: Principles and practice. Sultan Chand & Sons.
2.	Chandra, P. (2022). Financial management: Theory and practice (10th ed.). McGraw Hill Education India.
3.	Agrawal, M. R. (2020), Financial management, Garima Publications.
4.	Pandey, I. M. (2021). Financial management (12th ed.). Vikas Publishing House.
5.	Khan, M. Y., & Jain, P. K. (2020). Financial management: Text, problems and cases (9th ed.). McGraw Hill Education India.
6.	Bhope, A., Rane, D. P., & Awate, S. G. (2023). Financial management. San International Scientific Publications.
7.	Financial Management, Sudhir Prakashan

Digital Resources

1. chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://baou.edu.in/assets/pdf/PGDF_102_slm.pdf
2. chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://icmai.in/upload/Students/Syllabus-2008/StudyMaterialFinal/P-12.pdf
3. chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://ebooks.lpude.in/commerce/mcom/term_2/DCOM307_DMGT405_DCOM406_FINANCIAL%20MANAGEMENT.pdf

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Bachelor of Business Administration
BBA (GEN) Semester – IV

Course Code	UB04MIBBA01	Title of the Course	Economic Analysis
Total Credit of Course	04	Hours Per Week	04

Course Objectives:	
	1. To Understand the concept of utility and its relevance in consumer behavior analysis 2. To Recall different methods of forecasting techniques and evaluate the usefulness and limitations of demand forecasting methods. 3. To Define and explain the concept of production function, isoquants, and MRTS. 4. To build analytical ability in understanding factor pricing in economics. 5. To Describe the meaning and importance of theory of distribution and revealed preference theory.

Course Content		
Unit	**Description**	**Weightage* (%)**
1.	**CONSUMER BEHAVOUR -1 (Cardinal Utility Analysis)** ➢ Utility: Meaning and Definition, characteristics and kinds ➢ Relationship between Total Utility and Marginal Utility ➢ Laws of Utility Analysis: law of diminishing Marginal Utility, Law of Proportionality.	20%
2.	**DEMAND FORECASTING** ➢ Introduction, Meaning and Definition of demand forecasting ➢ Features, Objectives and Determinants ➢ Methods of demand Forecasting ➢ Essential and limitations of good demand forecasting	20%
3.	**PRODUCTION FUNCTION** ➢ Meaning and factors affecting to Production ➢ Meaning and characteristics of production function ➢ Assumption and types of production function ➢ Law of Variable Proportions ➢ ISO-QUANT- Meaning and properties ➢ Concept of MRTS	20%

4.	**THEORY OF DISTRIBUTION** ➢ Rent: meaning, definitions and types ➢ Theories of Rent: Ricardian and Modern Theory, ➢ Wages: Meaning definition and types. Wage Fund theory ➢ Interest: Meaning, definition and types, Schumpeter's Innovation Theory.	20%
5.	**REVEALED PREFERENCE THEORY** ➢ Introduction and basis of revealed preference theory ➢ Explanation, Assumption and evaluation of revealed preference theory ➢ Superiority and defects of revealed preference theory ➢ Revealed Preference theory and Law of Demand	20%

Teaching-Learning Methodology	Lecture Method, Interactive Discussion, Graphical and mathematical tools, problem solving Group activities, ICT Integration, Project Work and presentation Self learning Encouragement, Evaluation and feedback

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	Total Internal (%)	**50 (100%)**	**25 (100%)**
	College External Examination (%)	**50 (100%)**	**25 (100%)**

Course Outcomes: Having completed this course, the learners will be able to	
1.	Apply theoretical knowledge to understand consumer satisfaction and market demand behavior.
2.	Evaluate various demand forecasting methods and their practical applicability.
3.	Explain concepts of production function, isoquants, MRTS, and distribution theories.
4.	Apply theoretical knowledge to interpret real-life issues related to income distribution and factor pricing.
5.	Understand assumptions and characteristics of revealed preference theory.

Suggested References:

Sr.No.	References
1.	**Kundu, A. (2014). Microeconomic theory. Pearson Education.**
2.	**Dwivedi, D. N. (2016). Managerial economics (8th ed.). Vikas Publishing House.**
3.	**Mankiw, N. G. (2021). Principles of economics (9th ed.).**

	Cengage Learning.
4.	**Ahuja, H. L. (2017). Business economics. S. Chand Publications.**
5.	**Dewett, K. K. (2016). Business economics. S. Chand Publications.**
6.	**Varshney, R. L., & Maheshwari, K. L. (2014). Managerial economics. Sultan Chand.**
7.	**Hunt, E. K. (2002). History of economic thought: A critical perspective (2nd ed.). M.E. Sharpe.**
8.	**Vikas Publishing House. (2010). Managerial economics. Vikas Publishing House.**
Digital resources to be used if available as reference material	
Digital Resources	
• https://nptel.ac.in/ • https://www.coursera.org	

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BACHELOR OF BUSINESS ADMINISTRATION (GEN) Semester – IV

Course Code	**UB04MIBBA02**	**Title of the Course**	**Cost Accounting**
Total Credit of Course	**04**	**Hours Per Week**	**04**

Course Objectives	1. Understand fundamental concepts of cost accounting, including cost, cost units, cost centers, and classification of costs. 2. Explain the principles and limitations of financial accounting and the need for cost accounting in business decision-making. 3. Apply methods of material, labour, and overhead cost computation, including stock levels, wage systems, and overhead distribution. 4. Analyze cost data using techniques such as cost sheets, reconciliation statements, and activity-based costing. 5. Evaluate and design appropriate cost accounting systems and techniques for effective cost control and managerial decision-making.

Course Content

Unit	Description	Weightage* (%)
1.	**Introduction of Cost Accounting**: ➢ Basic Cost Concepts: Concept of Cost, Cost v/s Expenses and Losses; Cost Centre; Cost Unit, ➢ Meaning of Cost Accounting ➢ Limitations of Financial accounting ➢ Classification of Cost ➢ Objectives of cost accounting ➢ Scope of cost accounting ➢ Advantages and Limitations of Cost accounting ➢ Difference between Financial and Cost accounting. ➢ Methods and Techniques of cost accounting ➢ Installation of cost accounting system ➢ Role of a Cost Accountant in Business ➢ Preparation of cost sheet and tender sheet (only Examples)	35%
2.	**Material Cost and Labour Cost** **Material Cost**: ➢ Meaning and Types of Materials	35%

	➢ Material control ➢ Computation of various stock levels: Maximums, Minimum, Re-Ordering level, Danger level, Economic order quantity, ABC Analysis **Labour Cost**: ➢ Meaning ➢ Labour cost classification ➢ Time keeping and book keeping ➢ Wage payment methods: Traditional and Incentive wage methods Computation of Wages: Piece Wage System, Time Wage System, Halsay Plan and Rowan Plan	
3.	**Overheard Distribution and Machine Hour Rate** ➢ Introduction ➢ Meaning of Overheads Procedure for Accounting and Control of Overheads Classification of Overheads ➢ Advantages of Classification of Overheads into Fixed and Variable Codification of Overheads ➢ Collection of Overheads ➢ Departmentalization of Overheads ➢ Allocation of Overheads ➢ Apportionment of Overheads (Primary Distribution) ➢ Re-Apportionment of Service Department Costs (Secondary Distribution of Overheads) ➢ Absorption of Production Overheads ➢ Methods of Absorption of Factory Overheads ➢ Computation of Machine Hour Rate	30%
4.	**Reconciliation of cost and Financial Accounts** ➢ Meaning ➢ Causes of disagreement of profit in Financial and Cost Accounts ➢ Preparation of Reconciliation statements	
5.	**Activity Based Costing** ➢ Introduction ➢ Nature or Characteristics of Activity Based Costing (ABC) ➢ Elements of Activity Based Costing ➢ Concept of Activity Based Costing ➢ Need for Emergence of ABC ➢ Process of Activity Based Costing ➢ ABC vs. Traditional Based Costing ➢ Application of Activity Based Costing ➢ Advantages of Activity Based Costing ➢ Disadvantages of Activity Based Costing	

Teaching-Learning Methodology	**Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises**

Internal and / or External Examination Evaluation

Sr. No.	**Details of the Evaluation / Exam Pattern**	**50 Marks** (%)	**25 Marks** (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----

4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	Total Internal (%)	**50** (**100**%)	**25** (**100**%)
	College External Examination (%)	**50** (**100**%)	**25** (**100**%)

Course Outcomes: Having completed this course, the learners will be able to	
1.	Recall and explain key concepts, objectives, scope, and classifications in cost accounting.
2.	Apply costing techniques to compute material costs, labour wages, and overhead absorption rates.
3.	Analyze differences between financial and cost accounts and prepare reconciliation statements.
4.	Evaluate various costing methods, including traditional and activity-based costing, for decision-making.
5.	Develop cost sheets, tender sheets, and basic cost accounting systems for business applications.

Suggested References:

Sr.No.	**References**
1.	Arora, M. N. (2024). *Cost and management accounting* (14th ed.). Vikas Publishing House.
2.	Gupta, M. P., & Gupta, A. (2024). *Cost and management accounting* (21st ed.). Sultan Chand & Sons.
3.	Jain, S. P., & Narang, K. L. (2025). *Cost and management accounting* (18th ed.). Kalyani Publishers.
4.	Maheshwari, S. N. (2023). *Fundamentals of cost accounting* (4th rev. ed.). Sultan Chand & Sons.
5.	Rajasekaran, V., & Lalitha, R. (2024). *Cost accounting*. Pearson India.
6.	Saxena, V. K., & Vashist, C. D. (2024). *Cost accounting* (8th rev. ed.). Sultan Chand & Sons.

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1. https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
2. https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
3. https://old.mu.ac.in/wp-content/uploads/2017/01/Cost-Accounting.pdf
4. https://ebooks.lpude.in/commerce/bcom/term_3/DCOM202_COST_ACCOUNTING_I.pdf

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BACHELOR OF BUSINESS ADMINISTRATION (GEN) Semester – IV

Course Code	UB04AEBBA01	Title of the Course	Corporate Communication II
Total Credit of Course	**02**	**Hours Per Week**	**02**

Course Objectives	1. To **understand** the listening process, types of listening, and the importance of effective listening in communication. 2. To **develop the ability to draft speeches** for various formal occasions such as inaugurations, welcome addresses, and vote of thanks. 3. To **understand and apply** the format and procedure for drafting notice, agenda, and minutes of corporate meetings.

Course Content		
Unit	**Description**	**Weightage* (%)**
1.	**Listening**: ➢ Introduction ➢ The Listening Process ➢ Difference between Listening and Hearing ➢ Types of Listening-Passive Listening-Marginal Listening-Projectiv Listening- Sensitive/Empathetic Listening- Active Listening ➢ Positive Connotations of Good Listening	35%
2.	**Drafting of Speeches**: ➢ Speeches on the occasions like: Inauguration, welcoming, condolence meetings, farewell functions, celebration of important days and national holidays, Chairman's Speech at AGM, Vote of thanks	35%
3.	**Notice, Agenda and Minutes of Corporate Meetings**: ➢ Drafting of Notice, Agenda and Minutes of First Meeting of the Board of Directors; Statutory Meeting; Routine Meeting; Meeting of the Board of Directors held prior to the Annual General Meeting of the Company, Extra Ordinary Meeting.	30%

Teaching-Learning Methodology	**Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises**

Internal and / or External Examination Evaluation

Sr. No.	**Details of the Evaluation / Exam Pattern**	**50 Marks** (%)	**25 Marks** (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	Total Internal (%)	**50** (**100**%)	**25** (**100**%)
	College External Examination (%)	**50** (**100**%)	**25** (**100**%)

Course Outcomes: Having completed this course, the learners will be able to	
1.	Demonstrate effective listening skills by identifying and applying appropriate types of listening in different situations.
2.	Prepare and deliver structured speeches suitable for different formal and social occasions.
3.	Draft formal notice, agenda, and minutes for different types of corporate meetings effectively.

Suggested References:

Sr.No.	**References**
1.	Kaul, A. (2002). *Business communication*. Prentice Hall of India Pvt. Ltd.
2.	Kaul, A. (2009). *Effective business communication*. Prentice Hall (Economy Edition).
3.	Pal, R., & Korlahalli, J. S. (2011). *Essentials of business communication*. Sultan Chand & Sons.
4.	Pradhan, H., & Pradhan, N. S. (2005). *Business communication* (4th ed.). Himalaya Publishing House.
5.	Raman, M., & Singh, P. (2009). *Business communication* (13th ed.). Oxford University Press.
6.	Rai, U. S., & Rai, S. M. (2012). *Business communication*. Himalaya Publishing House.
7.	Sharma, R. P., & Mohan, K. (2002). *Business communication and report writing*. Tata McGraw-Hill.
8.	Tickoo, C., & Sasikumar, J. (2003). *Writing with a purpose*. Oxford University Press.
9.	Verma, S. (2013). *Enhancing employability @ soft skills*. Pearson India.
10.	Wadkar, A. (2016). *Life skills for success*. SAGE Publications India Pvt. Ltd.

Digital Resources
https://www.skillsyouneed.com/ips/listening-skills.html
https://www.mindtools.com/CommSkll/ActiveListening.htm
https://www.toastmasters.org/resources/public-speaking-tips

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Bachelor of Business Administration
BBA (General) Semester – IV

Course Code	UB04SEBBA01	Title of the Course	Digital Literacy and social media marketing
Total Credit of Course	02	Hours Per Week	02

Course Objectives	1. To develop foundational understanding of digital literacy concepts, ethics, and challenges. 2. To understand the role of social media in influencing consumer behavior and engagement. 3. To equip students with skills to design and evaluate effective social media marketing strategies.

Course Content

Unit	Description	Weightage* (%)
1.	**Introduction to Digital Literacy** ➢ Basics of Digital Literacy and its Types ➢ Digitizing Information ➢ Values and Ethics of Digital Literacy ➢ Significance of Digital Literacy ➢ Characteristics of Digital Literacy ➢ The Role of Language in Digital Literacy ➢ Challenges in Digital Literacy	35%
2.	**Social Media and Consumer Engagement** ➢ Use of Social Media by Organizations ➢ Use of Social Media by Consumers ➢ Social Feedback Cycle ➢ Open Access to Information ➢ Social Business ➢ The Connected Customer ➢ Social Web and Engagement ➢ Engagement Process ➢ The Operations and Marketing Connection	35%

3.	**Social Media Marketing Plan** ➢ Creating a Social Media Marketing Plan ➢ Social Media Planning Cycle ➢ Social Listening ➢ Assessing Social Media Presence ➢ Assessing Brand Sentiment ➢ Social Media Competitive Analysis ➢ Social Media Goals ➢ Social Media Strategy	30%

Teaching-Learning Methodology	**Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises**

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	Total Internal (%)	**50 (100%)**	**25 (100%)**
	College External Examination (%)	**50 (100%)**	**25 (100%)**

Course Outcomes: Having completed this course, the learners will be able to	
1.	Explain digital literacy, its importance, and associated challenges.
2.	Analyze social media platforms and their impact on consumer engagement.
3.	Create and assess a comprehensive social media marketing plan.

Suggested References:

Sr.No.	References
1.	Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0: Moving from traditional to digital. John Wiley & Sons.
2.	Ryan, D. (2016). Understanding digital marketing: Marketing strategies for engaging the digital generation (4th ed.). Kogan Page.
3.	Tuten, T. L., & Solomon, M. R. (2020). Social media marketing (3rd ed.). Sage Publications.
4.	Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson.
5.	Belshaw, D. (2014). The essential elements of digital literacies. Self-published.

Digital Resources

1.https://ebooks.lpude.in/newscheme/computer_application/msc/sem_3/DEMKT505_DIGITAL_AND_SOCIAL_MEDIA_MARKETING.pdf

2.https://www.msuniv.ac.in/images/distance%20education/learning%20materials/ug%20pg%202023/ug%202021/JSEN22_II_Sem_Digital_Literacy_and_Concepts.pdf

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Bachelor of Business Administration

BBA(GEN) Semester – IV

Course Code	UB04SEBBA02	Title of the Course	Fundamentals of Entrepreneurship
Total Credit of Course	02	Hours Per Week	02

Course Objectives	1. To develop conceptual understanding of entrepreneurship, its types, functions, and its role in economic development. 2. To build awareness of entrepreneurial mindset and understand motivational factors and theories influencing entrepreneurial behaviour. 3. To enable students to identify business ideas and opportunities using appropriate techniques and basic opportunity analysis.

Course Content

Unit	Description	Weightage* (%)
1.	**Basics of Entrepreneurship** ➢ Concept and meaning of entrepreneur and entrepreneurship ➢ Characteristics of an entrepreneur ➢ Functions of an entrepreneur ➢ Types/Classification of entrepreneurs ➢ Entrepreneur vs Manager ➢ Role of entrepreneurship in economic development	35%
2.	**Entrepreneurial Mindset and Motivation** ➢ Entrepreneurial Mindset: Meaning and characteristics ➢ Entrepreneurial Motivation: Concept and meaning ➢ Motivating factors ➢ Motivation theories 1. Maslow's need hierarchy theory 2. McClelland's Theory of Needs (Achievement Motivation)	35%
3.	**Business Idea Generation and Opportunity Identification** ➢ Meaning and importance of business ideas ➢ Sources of business ideas ➢ Methods/Techniques of idea generation ➢ Opportunity identification: meaning and concept ➢ Sources of business opportunities	30%

	➢ Opportunity analysis	

Teaching-Learning Methodology	**Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises**

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	Total Internal (%)	**50 (100%)**	**25 (100%)**
	College External Examination (%)	**50 (100%)**	**25 (100%)**

Course Learning Outcomes: Having completed this course, the learners will be able to	
1.	Explain the concepts of entrepreneur and entrepreneurship, and describe their characteristics, types, functions, and role in economic development.
2.	Develop an entrepreneurial mindset, explain motivation theories, and relate motivational factors to entrepreneurial behaviour.
3.	Identify and analyze business ideas and opportunities using appropriate techniques and perform basic opportunity analysis.

Suggested References:

Sr.No.	References
1.	Desai, V. (2011). The dynamics of entrepreneurial development and management (6th ed.). Himalaya Publishing House.
2.	Baporikar, N. (2024). Entrepreneurship development and project management (Text and cases) (4th ed.). Himalaya Publishing House.
3.	Gupta, C. B., & Srinivasan, N. P. (2022). Entrepreneurship development in India. Sultan Chand & Sons.
4.	Hattangadi, V. (2007). Entrepreneurship: Need of the hour. Himalaya Publishing House.
5.	Appannaiah, H. R., Madhu, S., & Bhaskar, H. A. (2024). Entrepreneurship and startups ecosystem. Himalaya Publishing House.
6.	Khanka, S. S. (2019). *Entrepreneurship development* (Revised ed.). S. Chand Publishing.

Digital Resources

https://icmai.in/upload/Students/Syllabus2022/Final_Stdy_Mtrl/P20C.pdf

https://onlinecourses.nptel.ac.in/noc26_mg11/preview

https://onlinecourses.swayam2.ac.in/e-learning/preview/ntr26_ed06

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Bachelor of Business Administration
BBA (Gen) Semester – IV

Course Code	UB04SEBBA03	Title of the Course	FINANCE FOR EVERYONE
Total Credit of Course	02	Hours Per Week	02

Course Objectives	1) To develop a basic understanding of financial literacy, financial planning, and budgeting for effective personal financial management. 2) To familiarize students with different financial services and equip them with knowledge of popular services such as banking systems, insurance products, and post office schemes. 3) To enable students to understand the fundamental concepts of stock markets and investments.

Course Content		
Unit	**Description**	**Weightage* (%)**
1.	**Financial Planning and Budgeting** ➢ Meaning and importance of financial literacy ➢ Role of financial literacy in economic well-being ➢ Financial Planning: Meaning, importance, need, Steps/process of financial planning: ➢ Overview of Financial Institutions ➢ Budgeting: Meaning and Types of budgets - Personal budget, Family budget, Business budget, National budget ➢ Budget preparation process	35%
2.	**Financial Services** ➢ Meaning of financial services, Scope and importance in daily life i) Banking Services ➢ Types of banks (commercial, cooperative, etc.) ➢ Banking products and services ➢ Deposit Accounts: Savings Account, Current Account, Term Deposit (FD), Recurring Deposit (RD) ➢ **Digital Payment Systems** ATM, Debit/Credit Cards Net banking and mobile banking Digital payment systems: RTGS, NEFT, IMPS, ECS, App-based payments	35%

	ii) Financial Services by Post Office ➢ Savings schemes: Savings Account, RD, TD, Monthly Income Scheme, PPF, NSC, Kisan Vikas Patra , Sukanya Samriddhi Yojana Senior Citizen Savings Scheme ➢ India Post Payments Bank ➢ Money transfer services: Money Order, e-Money Order, International transfers (Western Union, MoneyGram), Indian Postal Order iii) Insurance Services ➢ Meaning and importance of insurance, Types of insurance ➢ Life Insurance and Health Insurance – Need and features	
3.	**Stock Markets** ➢ Introduction to Stock Markets ➢ Meaning and functions of Stock Markets ➢ Primary vs Secondary markets ➢ Market Indices: SENSEX and NIFTY ➢ Market instruments: Equity shares, Preference shares and Debentures ➢ Corporate actions: Dividend, Bonus shares, Stock split , Buyback ➢ Market Operations (Concept only): IPO, FPO, OFS, Block deals ➢ Trading process: Pre-opening session, trading session, Opening and closing price, Business days ➢ Concept of Market value, face value and Market capitalization ➢ Blue-chip and defensive stocks ➢ Risk and Trading Basics ➢ Bull and bear markets ➢ Risk and return ➢ Stop loss ➢ Holding period ➢ Introduction to Derivatives ➢ Short-term capital gains (STCG) and Long-term capital gains (LTCG)	30%

Teaching-Learning Methodology	**Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises**

Internaland/orExternalExaminationEvaluation

Sr.No.	**DetailsoftheEvaluation/ExamPattern**	**50Marks (%)**	**25Marks (%)**
1	ClassTest(atleastone)	15 (30%)	10 (40%)
2	Quiz(atleastone)	15 (30%)	05 (20%)
3	ActiveLearning	05 (10%)	----
4	HomeAssignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	TotalInternal(%)	**50 (100%)**	**25 (100%)**
	College External Examination(%)	**50 (100%)**	**25 (100%)**

Course Outcomes: Having completed this course, the learners will be able to	
1.	Explain key concepts of financial literacy, budgeting, financial institutions, and financial services.
2.	Apply financial planning tools and analyze various banking, insurance, and investment options for personal financial decisions.
3.	Evaluate stock market instruments and financial products based on risk, return, and suitability for different financial goals.

Suggested References:

Sr.No.	References
1.	Murali, S., & Subbakrishna, K. R. (2017). *Personal financial planning (wealth management)*. Himalaya Publishing House.
2.	Gitman, L. J., Joehnk, M. D., & Billingsley, R. S. (2016). *Personal financial planning* (14th ed.). Cengage Learning.
3.	Mittra, S., Rai, S. K., Sahu, A. P., & Starn, H. J. (2011). *Financial planning: Theory and practice*. Sage Publications.
4.	Gordon, E., & Natarajan, K. (2023). *Financial markets and services* (12th ed.). Himalaya Publishing House.
5.	Madura, J. (2025). *Personal finance* (8th ed.). Pearson.
6.	Devindra Kumar Anand (2020), Finance for Everyone, Vikas Publication House Pvt. Ltd.

Digital Resources

1.	https://www.lpude.in/SLM/Master%20of%20Business%20Administration/Sem_4/DMGT515_PERSONAL_FINANCIAL_PLANNING.pdf
2.	https://www.sultanchandandsons.com/images/BookImages/Chapters/674_TC%201312_Booklet.pdf
3.	https://ncfe.org.in/wp-content/uploads/2023/12/Personal-Finance-for-School-Students.pdf

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Bachelor of Business Administration
BBA(GEN) Semester – IV

Course Code	UB04SEBBA04	Title of the Course	Statistical Methods
Total Credit of Course	**02**	**Hours Per Week**	**02**

Course Objectives	1. Define and explain the concepts of correlation and measure the relationship between variables using appropriate methods. 2. Explain the concept of regression and apply regression lines and coefficients for prediction and analytical purposes. 3. Describe the concept and construction of index numbers, including price index and cost of living index, and apply them in practical situations.

Course Content		
Unit	**Description**	**Weightage* (%)**
1.	**Correlation** ➢ Introduction and meaning, interpretation and types of correlation. ➢ Method to study Correlation: Scatter Diagram, Karl Pearson's Product Moment Methods, Spearman's Rank correlation. ➢ Properties of Correlation and Example based on Probable Error.	35%
2.	**Regression** ➢ Introduction and meaning of Regression. ➢ Regression Lines, Regression Coefficients, Regression Equations ➢ Properties of Regression co-efficient, examples based on regression line equations, ➢ regression co-efficient.	35%
3.	**Index Numbers** ➢ Introduction, Meaning, Importance and uses of Index Numbers. ➢ Fix based method and chain-based method ➢ Examples of Laspeyre's, Paasche's, Fisher's, Dorbish & Bowley's and Marshall Edgeworth ➢ Time Reversal Test and Factors Reversal Test ➢ Cost of Living Index Number and related examples by 1. Family Budget Method	30%

	2. Total Expenditure Method.	

Teaching-Learning Methodology	**Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises**

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	Total Internal (%)	**50 (100%)**	**25 (100%)**
	College External Examination (%)	**50 (100%)**	**25 (100%)**

	Course Outcomes: Having completed this course, the learners will be able to
1.	Understand and calculate correlation using Scatter Diagram, Karl Pearson's method, and Spearman's rank correlation, and interpret the relationship between variables.
2.	Apply regression analysis by finding regression coefficients, forming regression equations, and using regression lines for estimation and prediction.
3.	Construct and interpret index numbers**,** including wholesale price index and cost of living index, and verify them using Time Reversal and Factor Reversal tests.

Suggested References:

Sr.No.	References
1.	Sancheti, D. C., & Kapoor, V. K. (2010). *Statistics: Theory, methods and applications*. Sultan Chand & Sons.
2.	Kapoor, V. K. (2012). *Business mathematics: Theory and applications*. Sultan Chand & Sons.
3.	Gupta, S. P. (2019). *Statistical methods*. Sultan Chand & Sons.
4.	Trivedi, K., & Trivedi, P. (2014). *Business mathematics*. Pearson India Limited.
5.	Kapoor, V. K., & Gupta, S. C. (2014). Fundamentals of statistics. Sultan Chand & Sons.

Digital Resources

https://www.youtube.com/watch?v=-hHEUp57DBE

https://www.youtube.com/watch?v=SJyhSU8PsTk

https://www.youtube.com/watch?v=OxoCJRdFXfU

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BACHELOR OF BUSINESS ADMINISTRATION (GEN) Semester – IV

Course Code	UB04SEBBA05	Title of the Course	Soft Skills for Business-II
Total Credit of Course	02	Hours Per Week	02

Course Objectives	1. To **understand** the nature, scope, and significance of emotional intelligence and strategies to enhance it. 2. To **understand** the concept, objectives, and importance of corporate relationships and public relations practices. 3. To **understand** different behavioral styles and strategies for developing assertive behavior.

Course Content		
Unit	**Description**	**Weightage* (%)**
1.	**Emotional Intelligence**: ➢ Nature and Significance of Emotional Intelligence ➢ Scope and Types of Emotional Intelligence ➢ Correlates of Emotional Intelligence ➢ Strategies to Enhance Emotional Intelligence	35%
2.	**Corporate Relationship**: ➢ Introduction Objective of CR ➢ The Need for CR ➢ The 'Publics' of PR Internal & External PR ➢ The Public Relations Society of India (PRSI) Image Building ➢ Use of Mass & Social Media for CR	35%
3.	**Assertiveness**: ➢ Introduction ➢ Four Different Life Style ➢ Positive and Negative Thinking ➢ Strategies for Assertive Behaviour	30%

Teaching-Learning Methodology	**Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises**

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	Total Internal (%)	**50** (**100**%)	**25** (**100**%)
	College External Examination (%)	**50** (**100**%)	**25** (**100**%)

Course Outcomes: Having completed this course, the learners will be able to	
1.	Apply emotional intelligence strategies to manage emotions and improve interpersonal relationships.
2.	Analyze and apply public relations strategies for effective corporate image building and communication.
3.	Demonstrate assertive communication skills in personal and professional situations.

Suggested References:

Sr.No.	References
1.	Kaul, A. (2002). *Business communication*. Prentice Hall of India Pvt. Ltd.
2.	Kaul, A. (2009). *Effective business communication*. Prentice Hall (Economy Edition).
3.	Pal, R., & Korlahalli, J. S. (2011). *Essentials of business communication*. Sultan Chand & Sons.
4.	Pradhan, H., & Pradhan, N. S. (2005). *Business communication* (4th ed.). Himalaya Publishing House.
5.	Raman, M., & Singh, P. (2009). *Business communication* (13th ed.). Oxford University Press.
6.	Rai, U. S., & Rai, S. M. (2012). *Business communication*. Himalaya Publishing House.
7.	Sharma, R. P., & Mohan, K. (2002). *Business communication and report writing*. Tata McGraw-Hill.
8.	Alex, K. (2010). *Soft skills*. S. Chand & Sons.
9.	Chaturvedi, P. D., & Chaturvedi, M. (2011). *Business communication: Concepts, cases, and applications* (2nd ed.). Pearson Education India.
10.	Verma, S. (2013). *Enhancing employability @ soft skills*. Pearson India.
11.	Wadkar, A. (2016). *Life skills for success*. SAGE Publications India Pvt. Ltd.

Digital Resources
https://www.skillsyouneed.com/ps/emotional-intelligence.html
https://www.mindtools.com/pages/main/newMN_TCS.htm
https://instituteforpr.org

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Bachelor of Business Administration
BBA (GEN)Semester –IV

Course Code	UB04VABBA01	Title of the Course	Climate Change and Sustainable Development
Total Credit of Course	02	Hours Per Week	02

Course Objectives	1. To develop understanding of sustainable development concepts, environmental sustainability principles, and their importance in addressing environmental issues. 2. To analyze environmental challenges such as pollution, climate change, and resource depletion, along with their causes, effects, and control measures. 3. To promote practical awareness and responsibility among students regarding environmental protection, resource management, and community participation in sustainable practices.

Course Content		
Unit	**Description**	**Weightage * (%)**
1	**Environmental Sustainability** ➢ **Concept and Meaning** of Sustainable Development ➢ **Framework of Sustainable Development:** pillars (environmental, economic, social) with focus on environmental pillar ➢ **Environmental Goals:** conservation of natural resources, pollution control, climate mitigation, biodiversity protection ➢ **Environmental Sustainability Principles:** sustainable use of air, water, soil, energy, and ecosystems ➢ **Challenges in Environmental Sustainability:** human activity, industrialization, urbanization, and resource depletion ➢ **Case Study:** National or local environmental sustainability initiative	35%
2.	**Pollution and Environmental Challenges** ➢ **Air Pollution:** causes, effects, and control measures ➢ **Water Pollution:** sources, impacts, and mitigation ➢ **Soil Pollution:** causes and remediation ➢ **Marine Pollution:** causes and ecosystem impacts ➢ **Noise Pollution:** sources, effects, and prevention ➢ **Linkages to Climate Change:** how pollution contributes to Acid rain and ozone depletion	35%

	➢ **Case Study:** Urban air pollution management	
3	**Climate Change, Water Resource Management, and Community Action** ➢ **Climate Change and Global Warming:** causes, impacts, mitigation strategies ➢ **Water Management:** rainwater harvesting, watershed management, urban water conservation ➢ **Role of Individuals and Communities** in environmental protection ➢ **Slum-Specific Environmental Problems** and mitigation strategies ➢ **Disaster Management:** floods, earthquakes, landslides	30%

Teaching-Learning Methodology	**Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises**

Internal and / or External Examination Evaluation

Sr. No.	**Details of the Evaluation / Exam Pattern**	**50 Marks (%)**	**25 Marks (%)**
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	Total Internal (%)	**50 (100%)**	**25 (100%)**
	College External Examination (%)	**50 (100%)**	**25 (100%)**

	Course Outcomes: Having completed this course, the learner will be able to
1.	Explain the concept and principles of sustainable development, understand environmental goals, and identify challenges in sustainability, enabling them to apply environmentally responsible practices..
2.	Analyze various types of pollution, their causes, effects, and mitigation measures, and understand the linkages between pollution and climate change, contributing to environmental protection initiatives.
3.	Evaluate climate change issues, implement resource management strategies like water conservation and watershed management, and participate in community-based environmental protection and disaster preparedness activities.

Suggested References:

Sr.No.	References
1.	Dhameja, S. K. (n.d.). *Environmental studies*. SK Kataria & Sons. New Delhi, India.
2.	Sharma, C. K. (n.d.). *Introduction to environmental studies*. Vrinda Publications Pvt. Ltd. New Delhi, India.
3.	Bharucha, E. (n.d.). *Textbook of environmental studies for undergraduate courses*. University Grants Commission / Universities Press.
4.	Malik, A., & Grohmann, E. (Eds.). (2012). *Environmental protection strategies for sustainable development*. Springer.
5.	Fulekar, M. H., Pathak, B., & Kale, R. K. (Eds.). (2014). *Environment and sustainable development*. Springer India.

Digital Resources

https://www.niti.gov.in/sites/default/files/2024-07/SDG_India_Index_2023-24.pdf?
Hussain, S. (2024). *Environmental pollution: A global challenge*. *Environmental Pollution & Climate Change*, 8(4), 398. Retrieved from https://www.omicsonline.org/open-access-pdfs/environmental-pollution-a-global-challenge.pdf
Schütte, P. (2024). *Sustainable development overview*. *Environment, Development and Sustainability*.

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Bachelor of Business Administration
BBA(GEN) Semester – IV

Course Code	**UB04VABBA02**	**Title of the Course**	**Financial Literacy**
Total Credit of Course	**02**	**Hours Per Week**	**02**

Course Objectives	1. To explain and apply fundamental concepts of financial literacy and financial planning in managing personal finances. 2. To identify and demonstrate the use of various financial products and digital payment systems with appropriate safety measures. 3. To analyze and apply basic investment principles and personal tax planning techniques for informed financial decisions.

Course Content

Unit	Description	Weightage* (%)
1.	**Financial literacy and Financial Planning** ➢ Concept, Definition, Benefits of Financial literacy ➢ Key concepts of personal finance ➢ Concept of Time value of Money ➢ Financial Goals - Meaning and Need ➢ Concept, Steps, benefits of Financial Planning ➢ Management of spending and financial discipline.	35%
2.	**Financial Products and Digital Payment** ➢ Concept and types of different financial products ➢ Digitization of financial transactions: Debit Cards (ATM Cards) and Credit Cards.Net banking and UPI, digital wallets ➢ Security and precautions against Ponzi schemes and online frauds.	35%
3.	**Investment Management and Personal Tax Planning** ➢ Concept, meaning, Objectives of Investment ➢ Risk and Return- Concept ➢ Portfolio Management- Meaning and Process ➢ Personal Tax : Introduction , Need for tax planning, basic Tax Structure in India for personal taxation; Exemptions and deductions for individuals; e-filing.	30%

Teaching-Learning Methodology	**Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises**

Internal and/or External Examination Evaluation

Sr. No.	Details of the Evaluation/Exam Pattern	50Marks (%)	25Marks (%)
1	Class Test(at least one)	15 (30%)	10 (40%)
2	Quiz(at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	Total Internal(%)	**50 (100%)**	**25 (100%)**
	College External Examination(%)	**50 (100%)**	**25 (100%)**

Course Learning Outcomes: Having completed this course, the learners will be able to	
1.	Apply financial literacy concepts to prepare a basic personal financial plan with goals and budgeting.
2.	Identify and use appropriate financial products and demonstrate secure digital payment practices.
3.	Analyze investment options and apply basic tax planning methods, including demonstrating e-filing procedures.

Suggested References:

Sr.No.	References
1.	Khan, M. Y., & Jain, P. K. (2019). *Financial management: Text, problems and cases* (8th ed.). McGraw-Hill Education.
2.	Madura, J. (2020). *Personal finance* (6th ed.). Pearson Education.
3.	Kapoor, J. R., Dlabay, L. R., & Hughes, R. J. (2017). *Personal finance* (13th ed.). McGraw-Hill Education.
4.	Chandra, P. (2017). *Investment analysis and portfolio management* (5th ed.). McGraw-Hill Education.
5.	Agarwal, S. K. (2021). *A guide to financial planning*. Taxmann Publications.
6	Bhalla, V. K. (2020). *Investment management* (19th ed.). S. Chand Publishing.
7	Singhania, V. K., & Singhania, M. (2023). *Students' guide to income tax*. Taxmann Publications.

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Reserve Bank of India (RBI)
https://www.rbi.org.in
(Financial literacy, banking, digital payments awareness)

Securities and Exchange Board of India (SEBI)
https://www.sebi.gov.in
(Investor education, portfolio management, risk-return concepts)

National Institute of Securities Markets (NISM)
https://www.nism.ac.in
(Free certification material, investment basics)

Income Tax Department of India
https://www.incometax.gov.in
(E-filing, tax structure, deductions, personal taxation)

Investopedia https://www.investopedia.com (Easy explanations of financial concepts like TVM, portfolio, risk)
National Centre for Financial Education (NCFE) https://www.ncfe.org.in (Financial literacy programs and study materials)

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Bachelor of Business Administration
BBA(GEN) Semester – IV

Course Code	**UB04VABBI03**	**Title of the Course**	**National Service Scheme - II**
Total Credit of Course	**02**	**Hours Per Week**	**02**

Course Objectives	1. To develop awareness among students about health, hygiene, and environmental sustainability, and encourage their active participation in promoting a healthy lifestyle and clean surroundings. 2. To enable students to understand community development processes and foster a sense of social responsibility and active citizenship. 3. To equip students with knowledge and skills for disaster preparedness, response, and community service during emergencies.

Course Content

Unit	Description	Weightage* (%)
1.	**Health, Hygiene and Environment** ➢ Concept of health and hygiene ➢ Importance of sanitation and clean environment ➢ Awareness of communicable and non-communicable diseases ➢ Environmental conservation and sustainable development ➢ Role of youth in promoting health and environmental awareness	35%
2.	**Community Development and Social Responsibility** ➢ Meaning and importance of community development ➢ Role of youth in rural and urban development ➢ Social responsibility and civic sense ➢ Participation in government and social welfare programs ➢ Awareness of social issues: poverty, illiteracy, gender equality	35%

3.	**Disaster Management and Social Service** ➢ Meaning and types of disasters (natural and man-made) ➢ Disaster preparedness and safety measures ➢ Role of volunteers during emergencies ➢ First aid and basic life-saving techniques ➢ Rehabilitation and community support after disasters	30%

Teaching-Learning Methodology	**Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises**

Internal and/or External Examination Evaluation

Sr.No.	Details of the Evaluation/Exam Pattern	50Marks (%)	25Marks (%)
1	ClassTest (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	HomeAssignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	Total Internal (%)	**50 (100%)**	**25 (100%)**
	College External Examination (%)	**50 (100%)**	**25 (100%)**

	Course Learning Outcomes: Having completed this course, the learners will be able to
1.	Adopt and promote healthy, hygienic, and environmentally sustainable practices in daily life.
2.	Actively participate in community development activities with a sense of social responsibility and civic awareness.
3.	Respond effectively during disasters by applying basic safety measures, first aid, and volunteer skills.

Suggested References:

Sr.No.	References
1.	Panwar, J. D. S. (2016). National Service Scheme: A youth volunteers programme for undergraduate students as per UGC guidelines. Astral International Pvt. Ltd.
2.	Jain, A. K., Rathi, B. K., & Panwar, J. D. S. (2025). National Service Scheme: A youth volunteers programme (UGC guidelines). Daya Publishing House.
3.	Sonwani, H. P., & Baghel, M. (2025). National service scheme. Bharat Global Publications.
4.	Kothari, M. (2024). The ultimate guide to National Service Scheme (NSS): Empowering youth for community development and social change. Amazon KDP.
5.	Saiyidain, K. G. (1961). National Service Scheme: A report. Ministry of Education, Government of India.

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National Service Scheme (NSS) Official Website Visit NSS Official Website
National Portal of India Visit National Portal of India
NASSDOC (National Social Science Documentation Centre) Visit NASSDOC

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Bachelor of Business Administration
BBA (GEN) Semester – IV

Course Code	**UB04VABBA04**	**Title of the Course**	**National Cadet Corps II**
Total Credit of Course	**02**	**Hours Per Week**	**02**

Course Objectives	1. To develop an understanding of social service and inspire NCC cadets to actively participate in community welfare and nation-building activities. 2. To create awareness about disasters and equip NCC cadets with basic knowledge to respond effectively during emergency situations. 3. To develop discipline, coordination, and leadership among cadets through the understanding and practice of drill.

Course Content		
Unit	**Description**	**Weightage* (%)**
1.	**Social Service & Community Development**: ➢ Meaning and importance of Social Service, ➢ Role of NCC Cadets in Social Service, ➢ Advantages of major Social Service Activities {Cleanliness Drives (Swachh Bharat), Blood Donation Awareness, Literacy Campaigns, Rural Development Programs} ➢ Field visits and community service activities {Cleanliness Drives (Swachh Bharat), Blood Donation Awareness, Literacy Campaigns, Rural Development Programs}	35%
2.	**Disaster Management:** ➢ Meaning of disaster and disaster management ➢ Types of disaster - Natural Disasters (Earthquakes, Floods, Droughts) Man-Made Disasters (Industrial accidents, Road accidents) ➢ Role of NCC Cadets in Disaster Management ➢ Phases of Disaster Management	35%

3.	**Drill**: ➢ Meaning of drill ➢ Objectives of Drill ➢ Types of Drill {Foot Drill (Without Arms), Drill with Arms (Weapon Drill), Ceremonial Drill (Guard of Honour) ➢ Importance of drill ➢ Words of Command	30%

Teaching-Learning Methodology	**Lecture-cum-discussion, Demonstration method, Audio-visual aids and presentations, Field visits and community service activities**

Internal and/or External Examination Evaluation

Sr. No.	Details of the Evaluation/Exam Pattern	50Marks (%)	25Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
	Total Internal (%)	**50 (100%)**	**25 (100%)**
	College External Examination (%)	**50 (100%)**	**25 (100%)**

Course Outcomes: Having completed this course, the learners will be able to	
1.	Demonstrate social responsibility by actively participating in community service and welfare activities.
2.	Apply basic knowledge of disaster management to respond effectively during emergency situations.
3.	Perform basic drill movements with discipline, coordination, and confidence.

Suggested References:

Sr.No.	References
1.	Gupta, H. K. (n.d.). Disaster management.
2.	Madan, G. R. (n.d.). Community organization and development.
3.	Directorate General, National Cadet Corps. (n.d.). Cadet's handbook (common subjects). Ministry of Defence, Government of India.
4.	Gupta, R. K., & Ghosh, K. K. (n.d.). NCC handbook.
5.	Indian Red Cross Society. (n.d.). First aid manual.

Digital Resources

https://indiancc.nic.in
https://www.redcrossindia.org
YouTube Educational Channels (NCC Training / Drill / Disaster Management)

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