Course Code: BBA 301	Course Title: Management & Cost Accounting

Course outcomes:
The objective of this paper is to give the basic knowledge about the Management and cost accounting. The outcome of the course will be as follows:

- To give an overview of accounting in management.
- To help understand what cost accounting is.
- To provide knowledge about product costing.
- To explain the concept of marginal costing.

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0

Unit	Topics	No. of Lectures Total=45
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting	12
II	Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System; Accounting for Material, Labour and Overheads	11
III	Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems)	12
IV	Marginal Costing and Absorption Costing, Break-even analysis, Variance Analysis (Elementary numerical problems)	10

Suggested Readings:

1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting
2. Khan & Jain, Management Accounting
3. Gupta, S.P., Management Accounting

Suggested Continuous Evaluation Methods:
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Suggested equivalent online courses: Management Accounting by Dr. Deepak Raste, *ShreeSahjanandVanijyaMahavidyalaya via* SWAYAM.

<table>
<tr><td>Course Code: BBA302</td><td colspan="2">Course Title: Business Law</td></tr>
<tr><td colspan="3">Course outcomes:
The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business. The outcome of the course will be as follows:
• To explain the law of contract.
• To provide knowledge about sales of goods.
• To give an overview about law relating to companies.</td></tr>
<tr><td colspan="3">Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0</td></tr>
<tr><td>Unit</td><td>Topics</td><td>No. of Lectures Total=45</td></tr>
<tr><td>I</td><td>The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts</td><td>12</td></tr>
<tr><td>II</td><td>The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale</td><td>11</td></tr>
<tr><td>III</td><td>The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration</td><td>12</td></tr>
<tr><td>IV</td><td>The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up</td><td>10</td></tr>
<tr><td colspan="3">Suggested Readings:
1. Avatar Singh, Company Law
2. Khergamwalla, JS, The Negotiable Instrument Act
3. Ramaya A, A Guide to Companies Act
4. Tuteja SK, Business Law for Managers</td></tr>
<tr><td colspan="3">Suggested equivalent online courses: Corporate Law by Prof. (Dr.) Harpreet Kaur, National Law University. Delhi, via SWAYAM.</td></tr>
</table>

Course Code: BBA303	Course Title: Advertising Management

Course outcomes:
The aim of the course is to build knowledge and understanding of advertisement among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about advertising Management. The outcome of the course will be as follows:

- To provide knowledge about advertisement and its use in business.
- To make able about advertisement concept and its management.
- To learn about the use of advertisement in business.

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0

Unit	**Topics**	**No. of Lectures Total=45**
I	Advertising: Introduction, Scope, importance in business: Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.	13
II	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix components, role in marketing, Branding-meaning, importance in advertising.	12
III	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget.	11
IV	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.	9

Suggested Readings:

1. Advertising and Promotion George E. Beich& Michael A. Belch. T.M.H.
2. Advertising Management, Concept and Cases ManendraMohan,TMH
3. Advertising Management Rajeev Batra, PHI

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.

Course Code: BBA304	Course Title: Introduction to Business Analytics

Course outcomes: This course elaborates on the practical aspects of Business Analytics which students can apply to develop insights about products, services and their markets. Course outcomes cover the skills to formulate, organize, implement the operational plans to carry out operations of a manufacturing or service organization. Focus of the course is on acquiring skills to optimally execute operational activities with expected system efficiency and judge the quality of products and services. On completion of this course, a learner will be able to:

- understand various quantitative and statistical methods
- compute and analyze data using these methods
- demonstrate use of quantitative and statistical techniques for data analysis

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0

Unit	Topics	No. of Lectures Total=45
I	Exploring Data Analysis: Introduction, Data Types; Data Visualization. Process of Business Analytics; Tools for Analytical Process; Role of Analytics Team; Types of Analytics; Descriptive Analytics; Predictive Analytics; Prescriptive Analytics; Applications and Usage of Descriptive and Predictive Analytics in Business Operations	13
II	News vendor Problem; Forecasting using Historical Demand Data; Predictive Analytics, Risk and Decision making in uncertainty: using optimization models, Simulation Models; Prescriptive Analytics, High Uncertainty: using Decision Trees of Sale	10
III	Introduction to People Analytics, and Performance Evaluation; basic principles of people analytics; Analytics for Staffing cycle; tools and techniques of organizational network analysis; Talent Analytics: Data usage and analytics for talent assessment and maximizing the employee ability	12
IV	Supply Chain Overview; Models; Domains in a Supply Chain;Sell Analytics; Logistics Analytics; Make Analytics; Source Analytics; Cash Cycle to Measure Supply Chain Efficiency	10

Suggested Readings:

1. Bertsimas and Freund, (2004). *Data, Models, and Decisions: The Fundamentals of Management Science*, Dynamic Ideas.
2. Winston (2003). *Operations Research: Applications and Algorithms*, Cengage Learning Hillier and Lieberman (2012). *Introduction to Operations Research*, McGraw Hill.
3. Albright, Winston, Zappe (2010). *Data Analysis and Decision Making*, Cengage Learning.

Suggested Continuous Evaluation Methods:

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments and Problem-solving exercise. This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests and Quizzes.

Course Code: BBA305	Course Title: Business Communication

Course outcomes: The objective of this paper is to give the basic knowledge about the communication in context of business organisations. The outcome of the course will be as follows:

- Understanding communication process.
- Getting insights into the purpose of business communication.
- Learn about written correspondence

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0

Unit	Topics	No. of Lectures Total=45
I	Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication	12
II	Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations	11
III	Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies; Oral & Non-verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, conducting Surveys; Body Language, Para Language, Effective Listening, interviewing skill, Writing Resume, Letter and Application;	12
IV	Modern forms of communication, international communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations	10

Suggested Readings:

1. Bapat &Davar, A Text book of Business Correspondence
2. Bhende D.S., Business Communication
3. David Berio, The Process of Communication
4. Gowd& Dixit, Advance Commercial Correspondence
5. Gurky J.M., A Reader in Human Communication

Course Code: BBA306	Course Title: Business Environment

Course outcomes:

The objective of this paper is to give the basic knowledge about the environment in which a business thrives and has to operate. The outcome of the course will be as follows:

- Understand the business environment.
- Understand how it affects businesses.
- Have understanding of the industrial policy and regulations

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0

Unit	Topics	No. of Lectures Total=45
I	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.	12
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector	11
III	Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization	12
IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade.	10

Suggested Readings:

1. Francis Cherunilum, Business Environment
2. K. Aswathapa, Business Environment