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Regulation: R24	II - B.B.A. I - Semester									
BACHELOR OF BUSINESS ADMINISTRATION										
COURSE STRUCTURE (With effect from 2024-25 admitted Batch onwards)										
Course Code	**Course Name**	**Category**	**L**	**T**	**P**	**Cr**	**C.I.E.**	**S.E.E.**	**Total Marks**
B24BB2101	Business Laws	CC	4	0	0	4	30	70	100
B24BB2102	Fundamentals of E-Commerce	CC	3	0	0	3	30	70	100
B24BB2103	Business Environment	CC	3	0	0	3	30	70	100
B24BB2104	Operations Management	CC	4	0	0	4	30	70	100
B24BB2105	Business Ethics	MDE	2	0	0	2	30	70	100
B24BB2106	Management Information system (MIS)	SEC	2	1	0	2	30	70	100
B24BB2107	Information Technology – Lab (Spreadsheet and Tally)	VAC	0	0	4	2	30	70	100
		TOTAL	**18**	**1**	**4**	**20**	**210**	**490**	**700**

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2101	**CC**	**4**	**--**	**--**	**4**	**30**	**70**	**3 Hrs.**

BUSINESS LAWS

(For BBA)

Course Objectives:

1.	To equip the student with fundamental concepts, principles relating to Contract Act that applies to business situations.
2.	To provide an overview on Negotiable Instruments Act and Partnership Act in India.
3.	To understand the regulatory framework of companies with reference to various provisions of Companies Act.
4.	To understand the essentials and execution of Sale contracts.
5.	To acquire knowledge on Right to Information Act and Consumer Protection Act.

Course Outcomes: At the end of the course students will be able to

S.No	Outcome	Knowledge Level
1.	**Explain** the essentials and special provisions of valid contracts and remedies for breach.	K2
2.	**Describe** the features of negotiable instruments and the rights and liabilities of partners.	K2
3.	**Summarize** the legal provisions relating to company formation, documents, meetings, and winding up.	K2
4.	**Discuss** the rules of property transfer, conditions, warranties, and rights of unpaid sellers.	K2
5.	**Outline** the provisions of the RTI Act and mechanisms of consumer protection under the 2019 Act.	K2

SYLLABUS

UNIT-I (10Hrs)	**LAW OF CONTRACT:** Definition, Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration. Capacity of Parties to contract, Free Consent, Discharge of Contract, Breach of Contract and Remedies for Breach . Special Contracts, Indemnity, Guarantee, Bailment.
UNIT-II (10 Hrs)	**NEGOTIABLE INSTRUMENTS ACT 1881:** Nature and characteristics of Negotiable Instruments, Kinds of Negotiable Instruments: Promissory Notes, Bills of Exchange and Cheques. Partnership Act, 1932- Definition, Essentials of Partnership, Kinds of Partners, Rights and Liabilities of Partners. Dissolution of Partnership Firm.
UNIT-III (10 Hrs)	**COMPANIES ACT, 2013:** Definition of Company, Types of Companies. Memorandum of Association, Articles of Association, prospectus, Meetings and Resolutions. Doctrine of Ultra Vires, Doctrine of Constructive Notice, Modes of Winding up of a Company.

UNIT-IV (10 Hrs)	**SALE OF GOODS ACT:** Meaning and definition, Essentials of Sale Contract, Sale and Agreement to Sell. Rules of transfer of property- conditions and warranties. Unpaid Seller- Rights of Unpaid Seller. Sale by Non-Owners, Auction Sale.
UNIT-V (10 Hrs)	**RIGHT TO INFORMATION ACT & CONSUMER PROTECTION ACT:** Right to Information Act- Overview of the Act, The Consumer Protection Act 2019, Consumer Councils, Consumer Redressal Agencies- District Forum, State Forum, National Forum, Penalties for violation.
Textbooks:	
1.	P. C. Tulsian, Bharat Tulsian, Business Law, McGraw Hill Education.
2.	Dr S.N.Maheshwari& Dr S.K.Maheshwari, Business Law, Himalaya Publishing House.
Reference Books:	
1.	N.D. Kapoor, Elements of Business Law, Sultan Chand Publication, Company.
2.	M. C. Kuchhal and Vivek Kuchhal, Business Law, Sultan Chand & Sons (P) Ltd. India.
3.	Satyanarayana., Corporate Business Law, Discovery Publishing House Pvt. Ltd.,

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Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2102	**CC**	**3**	**--**	**--**	**3**	**30**	**70**	**3 Hrs.**

FUNDAMENTALS OF E-COMMERCE

(For BBA)

Course Objectives:

1.	To give basic knowledge of E-Commerce by studying IT developments, online markets, system architectures, and applications for consumers and businesses.
2.	To learn skills in EDI, online payment systems, digital economy, and security for safe online transactions.
3.	To Understanding of ethical, social, legal, and policy issues in E-Commerce so learners can handle challenges and use best practices in digital business.

Course Outcomes: At the end of the course students will be able to

S.No	Outcome	Knowledge Level
1.	**Understand** the fundamental concepts, scope, benefits, limitations, and frameworks of E-Commerce, including consumer and business applications.	K2
2.	**Apply** knowledge of e-retailing models, e-services, and B2B commerce to real-world online business scenarios.	K3
3.	**Summarize** electronic data interchange (EDI), payment systems, and protocols used in digital transactions.	K2
4.	**Apply** knowledge of security techniques such as encryption, firewalls, and network protection to safeguard E-Commerce platforms.	K3
5.	**Analyze** ethical, legal, and social issues in E-Commerce and apply appropriate principles to resolve dilemmas in digital business contexts.	K3

SYLLABUS

UNIT-I (10Hrs)	**Overview of developments in Information Technology and Defining E- Commerce:** The scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.
UNIT-II (10 Hrs)	**Consumer Oriented E Commerce-E-Retailing:** Traditional retailing and e-retailing, Benefits of e retailing, Key success factors, Models of E- retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information- selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce
UNIT-III (10 Hrs)	**Electronic Data Interchange:** Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment

	Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net–Electronic Cash, cheques and credit cards on the Internet.
UNIT-IV (10 Hrs)	**Security in Ecommerce:** Threatsin Computer Systems: Virus, Cybercrime Network Security:Encryption,ProtectingWebserverwithaFirewall,FirewallandtheSecurityPolicy, Network Firewalls and Application Firewalls, Proxy Server
UNIT-V (10 Hrs)	**Issues in E Commerce:** Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance

Textbooks:	
1.	Elias. M.Awad, "Electronic Commerce", Prentice-HallofIndia PvtLtd.
2.	RaviKalakota,AndrewB.Whinston,"ElectronicCommerce-AManager'sguide", Addison-Wesley
3.	Efraim Turban, Jae Lee, David King, H.Michael Chung, "Electronic Commerce–A Managerial Perspective", Addison-Wesley.
Reference Books:	
1.	Elias.M Award, "Electronic Commerce from Vision to Fulfillment", 3rdEdition, PHI, Judy Strauss, Adel El-Ansary, Raymond Frost, "E-Marketing", 3RDEdition, Pearson Education.
e-Resources	
1.	https://onlinecourses.swayam2.ac.in/imb25_mg70/preview

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2103	CC	3	--	--	3	30	70	3 Hrs.

BUSINESS ENVIRONMENT

(For BBA)

Course Objectives:

1.	Interpret the importance of understanding the business environment.
2.	Associate the impact of Business Environment on Decision making.
3.	Illustrate the Government role in developing the Micro, Small and Medium Enterprises
4.	Restate International trade and Balance of Payments influence on business.
5.	Paraphrase the role of International institutions in the growth of international business.

Course Outcomes: At the end of the course students will be able to

S.No	Outcome	Knowledge Level
1.	**Explain** the importance of Business Environment.	K2
2.	**Illustrate** the impact of business environment on business decisions.	K2
3.	**Describe** the Government role in promoting Micro, Small and Medium Enterprises in India.	K2
4.	**Associating** the influence of International trade and Balance of payments on business decisions.	K2
5.	**Restating** the contribution of International Institutions in the growth of global business.	K2

SYLLABUS

UNIT-I (10Hrs)	**INTRODUCTION:** Business Environment- Concept, Significance and Nature of Business Environment; Elements of Environment- Internal and External. Salient features of Indian Economy, evolution in the recent years.
UNIT-II (10 Hrs)	**POLITICAL, LEGAL AND ECONOMIC ENVIRONMENT OF BUSINESS:** Elements of Political Environment, Role of Government in Business facilitation. Competition Act 'FEMA, Licensing Policies. Elements of Economic Environment, Economic systems. Industrial Policy 1991, Economic Reforms. Planning Commission Vs NITI Aayog.
UNIT-III (10 Hrs)	**MANGEMENT OF MICRO, SMALL & MEDIUM ENTERPRISE (MSME):** Concepts and Definitions of MSME, The MSME Development Act, 2006. Government Policy Initiative, Current Schemes for MSME development. Problems faced by MSME Sector. Role of Clusters in Promoting MSME.
UNIT-IV (10 Hrs)	**BALANCE OF PAYMENTS:** International Trade, Components of BOP, Disequilibrium in BOP, Reasons for disequilibrium. Measures to bring back equilibrium in BOP –trade

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	regulation, Exchange Control, Convertibility of Currency, Current Account and Capital Account convertibility.
UNIT-V (10 Hrs)	**INTERNATIONAL BUSINESS ENVIRONMENT:** International economic institutions-Significance, Evolution and Functions - International Monetary Fund, World Trade Organization, World Bank , BRICS and EU. Objectives and Evolution of GATT, Uruguay Round. Foreign Direct Investment- Need for FDI in Developing Countries, Role of FDI in India.

Textbooks:	
1.	Francis Cherunilam, Business Environment-Himalaya Publishing House.
2.	Aswathappa, Essentials of Business Environment, Himalaya Publishing House.
Reference Books:	
1.	Mishra and Puri, Indian Economy, Himalaya Publishing House.
2.	Raj Aggarwal, Business Environment, Excel Books.
3.	Business Environment by C.B. Gupta, Sultan Chand & Sons.
4.	Business Environment by Dr. Simerjit Kaur, KSK Publisher
5.	Business Environment: A Test/Reference Book with Case Studies by N.R. Mohan Prakash

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Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2104	**CC**	**4**	**--**	**--**	**4**	**30**	**70**	**3 Hrs.**

OPERATIONS MANAGEMENT

(For BBA)

Course Objectives: Students are expected to

1.	Explain the scope, nature, and strategic significance of Operations Management in business organizations.
2.	Describe modern production systems and their role in achieving operational efficiency.
3.	Interpret the applications of operations management concepts in solving real-life business and service problems.
4.	Explain productivity, quality management, and recent trends in operations management.
5.	Summarize quality principles, ISO standards, and quality control tools.

Course Outcomes: Upon successful completion of this course, the student should be able to

S.No	Outcome	Knowledge Level
1.	**Contrast** production systems and explain modern practices like JIT and lean.	K2
2.	**Illustrate** layout types and describe design and job measurement techniques.	K2
3.	**Summarize** forecasting and interpret planning, scheduling, and SCM strategies.	K2
4.	**Explain** productivity factors and outline job design and work measurement.	K2
5.	**Interpret** quality dimensions and describe TQM and control chart methods.	K2

SYLLABUS

UNIT-I (10Hrs)	Introduction to Operation Management: Nature & Scope of Operation/ Production Management, Relationship with other functional areas, Recent trend in Operation Management, Manufacturing & Theory of Constraint, Types of Production System, Just in Time (JIT) & lean system.
UNIT-II (10 Hrs)	Product Design & Process Selection: Stages in Product Design process, Value Analysis, Facility location & Layout: Types, Characteristics, Advantages and Disadvantages, Work measurement, Job design.
UNIT-III (10 Hrs)	Forecasting & Capacity Planning: Methods of Forecasting, Overview of Operation Planning, Aggregate Production Planning, Production strategies, Capacity Requirement Planning, MRP, Scheduling, Supply Chain Management, Purchase Management, Inventory Management.
UNIT-IV (10 Hrs)	Productivity: Factors, Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioral Approaches.

UNIT-V (10 Hrs)	Quality Management: Quality - Definition, Dimension, Cost of Quality, Quality Circles-Continuous improvement (Kaizen), ISO (9000&14000 Series), Statistical Quality Control: Variable & Attribute, Process Control, Control Charts - Total Quality Management (TQM).
Textbooks:	
1.	Krajewski & Ritzman (2004). *Operation Management - Strategy and Analysis*. Prentice Hall of India.
2.	Panner Selvem. *Production and Operation Management*. Prentice Hall of India.
Reference Books:	
1.	Chunnawals. *Production & Operation Management*. Himalaya, Mumbai.
2.	Charry, S.N (2005). *Production and Operation Management - Concepts, Methods Strategy*. John Willy & Sons Asia Pvt Limited.
3.	K. Aswathappa& Sridhar Bhatt. *Production & Operations Management*. Himalaya, Mumbai.
4.	Satyanarayana (2020). *Production and Operation Management*. Discovery Publishing House Pvt. Ltd., New Delhi.
e-Resources	
1.	https://nptel.ac.in

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Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2105	MDE	2	--	--	2	30	70	3 Hrs.

BUSINESS ETHICS
(For BBA)

Course Objectives:

1.	To provide knowledge of ethical concepts, values, and moral principles in business and professional contexts.
2.	To develop an understanding of ethical corporate behavior, decision-making, and Indian ethos in organizational functioning.
3.	To familiarize learners with ethics in functional areas, environmental ethics, gender issues, and cross-cultural human values.

Course Outcomes: At the end of the course students will be able to

S.No	Outcome	Knowledge Level
1.	**Explain** the concepts and importance of ethics in business.	K2
2.	**Associate** ethical corporate behavior with functional systems like markets, environment, trade, and HR.	K2
3.	**Describe** ethical dilemmas, corporate governance, and Indian ethos.	K2
4.	**Summarize** ethics application in marketing, finance, HR, and IT.	K2
5.	**Interpret** environmental ethics, corruption, gender ethics, and human values.	K2

SYLLABUS

UNIT-I (10Hrs)	**Ethics and Business Ethics:** Concepts, Values and Ethics, Nature, scope and purpose of ethics, Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business.
UNIT-II (10 Hrs)	**Ethical Corporate Behavior:** Its Development, Ethical Leadership. Ethics and Business Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values, System: Markets, Environment, Trade, Consumer Production and Marketing, Finance, HR.
UNIT-III (10 Hrs)	**Ethical Decision-making:** Ethical Dilemmas in Organization, Social Responsibility of Business and Corporate Governance. Indian Ethos: Need, Purpose & Relevance; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain.
UNIT-IV (10 Hrs)	**Ethics in Functional Area:** Marketing, Finance, Human Resource and Information Technology. Holistic Approach for Managers in Decision Making, Professional ethos and code of professional ethics.

UNIT-V (10 Hrs)	**Environmental Ethics:** Corruption and Gender Issues—Gender Ethics, Sexual Harassment and Discrimination, Rans-Cultural Human Values in Management Education, Trans Cultural Human Values in Management Education; Psychological and Aesthetic Values, work ethics, secular and spiritual value.
Textbooks:	
1.	Laura P Hartman Abha Chatterjee - Business Ethics (Tata McGraw Hill, 2007)
2.	S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd, 2000)
Reference Books:	
1.	Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.) 5. Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
2.	S.S. Iyer - Managing for Value (New Age International Publishers, 2002)
3.	Mathur UC – Corporate Governance & Business Ethics (Mc Millan).
4.	Human Values By : Prof. A.N. Tripathi New Age International
5.	Wisdom Leadership By : Prof. S.K. Chakraborthy Wheeler Publication

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Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2106	**SEC**	**2**	**1**	**--**	**2**	**30**	**70**	**3 Hrs.**

MANAGEMENT INFORMATION SYSTEM

(For BBA)

Course Objectives: Students are expected to

1.	Explain the process and development of MIS.
2.	Illustrate the management of MIS.
3.	Summarize the different components used for developing MIS.
4.	Describe decision support system (DSS) and its importance in MIS.
5.	Restate the steps involved in system design.

Course Outcomes: At the end of this course, the students will be able to

S.No	Outcome	Knowledge Level
1.	**Explain** the process and development of MIS.	K2
2.	**Summarize** the role and importance of MIS in managerial decision-making and the functions involved in the management of MIS.	K2
3.	**Describe** the essential components required for developing MIS and **classify** their roles in supporting organizational information needs.	K2
4.	**Outline** the concept of DSS and its importance in enhancing the effectiveness of MIS.	K2
5.	**Summarize** the steps involved in system design and differentiate the roles of each step in developing MIS.	K2

SYLLABUS

UNIT-I (10Hrs)	The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.
UNIT-II (8Hrs)	Planning, Implementation and Controlling of Management Information System.
UNIT-III (10Hrs)	Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.
UNIT-IV (8Hrs)	Managerial Decision Making, characteristics and components of Decision Support System

UNIT-V (10Hrs)	System Design, System design consideration, input/output design, forms design, file organization and data base, date management, file design, program design, control and security.
Textbooks:	
1.	Laudon, K. C. & Laudon J. P. Management information systems: managing the digital firm. Fifteenth Edition. Pearson.
2.	Coronel, C. & Morris, S. Database systems: design, implementation, & management. Cengage Learning.
Reference Books:	
1.	Olson D. Information systems project management (First; ed). US: Business Expert Press.
2.	Beedle M. ScrumMaster Study Guide. Auerbach Publications.
3.	Patnayakuni R. The Scrum Master Guidebook. A Reference for Obtaining Mastery" CHANDAN LAL PATNAY.
4.	Sutherland J. J. The Scrum Master Guidebook. A Reference for Obtaining Mastery.
5.	Sutherland, J.J. Scrum: The Art of Doing Twice the Work in Half the Time", Jeff Sutherland.
6.	Stair R.M. & Reynolds G. Fundamentals of information systems. Cengage Learning.
e-Resources	
1.	Enterprise-Wide Business-IT Engagements: Empowered Business-IT for Next-Gen EMEA, Stijn Viaene, Steven De Hertogh. https://hbsp.harvard.edu/product/J1025-PDF-ENG?Ntt=mis
2.	From Products to Product-Service Systems: Rain-Driven Transformation of a Mediterranean Equipment Manufacturer, Jan Marco Leimeister, Helmut Krcmar. https://hbsp.harvard.edu/product/JT0962-PDF-ENG?Ntt=MIS

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB2107	VAC	--	--	4	2	30	70	3 Hrs.

INFORMATION TECHNOLOGY – LAB (SPREADSHEET AND TALLY)

(For BBA)

Course Objectives:

1	To develop the ability to create, format, and manage spreadsheets for data analysis and presentation.
2	To enable learners to apply advanced functions and formulas for problem-solving in business and accounting contexts.
3	To impart fundamental knowledge of accounting principles and practices, and their application using Tally software.
4	To provide skills in setting up and managing accounts and inventory systems in Tally for real-world business operations.

Course Outcomes: At the end of the course students will be able to

S.No	Outcome	Knowledge Level
1	**Apply** spreadsheet tools to create, format, and manage data effectively for business applications.	K3
2	**Analyze** and implement advanced Excel functions including conditional, logical, and date/time functions for decision-making.	K4
3	**Apply** principles of double-entry accounting and bookkeeping to record business transactions systematically.	K3
4	**Create** and configure company accounts, ledgers, and groups in Tally for organizational accounting.	K3
5	**Analyze** and manage stock groups, categories, and inventory masters in Tally to support efficient business operations.	K4

SYLLABUS

UNIT-1	Introducing spreadsheet: Choosing the correct tool; Creating and Saving; Spreadsheet workspace; Managing the workspace; Entering and editing data; Data entry; Selecting cells; Saving time when entering data. Presenting a spreadsheet; Number and date/time format tools; Percentages; Dates and Times; Currency; Text; Performing calculations; Basic arithmetic; Using functions; Replicating formulae; Absolute cell addressing; References between worksheets.
UNIT-2	Ranges and functions: Creating named ranges; Using named ranges; Finding and inserting functions; Excel – Functions: what if, Conditional count, sum and average, Multiple criteria with count, sum and if. Time and date calculations.

UNIT-3	Basic of Accounting: Type of Accounts, Rules of Accounting, Principles of concepts and conventions, double entry system, book keeping Mode of Accounting, Financial Statements, Transaction, Recording Transactions. Getting the functional with Tally, Creation and setting up of company in Tally.
UNIT-4	Accounting Masters in Tally- Features- Configurations- Setting up Account Heads.
UNIT-5	Inventory in Tally- Stock – groups – Stock Categories - Godowns / Location Units of Measure - Stock Items - Creating Inventor y Masters for National Traders

Reference Books:

1	**Michael Alexander, Dick Kusleika, John Walkenbach**, *Excel 2021 Bible*, Wiley, **1st Edition, 2021**.
2	**T.S. Grewal**, *Financial Accounting*, Sultan Chand & Sons, **2022 Edition**.