



MADHYANCHAL
PROFESSIONAL UNIVERSITY

Draft Rules & Syllabus
for the
Bachelor of Business Administration
(B.B.A.) Course

MADHYANCHAL PROFESSIONAL UNIVERSITY

DEPARTMENT OF MANAGEMENT

Scheme for B.B.A. CBCS Course

Semester I

S.No.	Subject Code	Subject Name & Title	Maximum Marks Allotted								Hours per week.			Total Credits	Remarks
			Theory				Practical				L	T	P		
			End Sem	Mid Sem. MST	Quiz, Assignment, Presentations	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks					
1	BBA 101	English Language - 1	60	20	20	100	-	-	-	-	3	1		4	One credit refers to one hour teaching in theory, Tutorial
2	BBA 102	Hindi	60	20	20	100	-	-	-	-	3	1		4	
3	BBA 103	Principles of Management	60	20	20	100	-	-	-	-	3	1		4	
4	BBA 104	Basics of Marketing	60	20	20	100	-	-	-	-	3	1		4	
5	BBA 105	Business Economics	60	20	20	100	-	-	-	-	3	1		4	
		Total	300	100	100	500		-	-	-	15	5		20	500

Semester II

S.No.	Subject Code	Subject Name & Title	Maximum Marks Allotted								Hours per week.			Total Credits	Remarks
			Theory				Practical				L	T	P		
			End Sem	Mid Sem. MST	Quiz, Assignment, Presentations	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks					
1	BBA 201	English Language - II	60	20	20	100	-	-	-	-	3	1		4	One credit refers to one hour teaching in theory, Tutorial
2	BBA 202	Entrepreneurship Development	60	20	20	100	-	-	-	-	3	1		4	
3	BBA 203	Organizational Behaviour	60	20	20	100	-	-	-	-	3	1		4	
4	BBA 204	Business Statistics	60	20	20	100	-	-	-	-	3	1		4	
5	BBA 205	Business Law	60	20	20	100	-	-	-	-	3	1		4	
Total			300	100	100	500		-	-	-	15	5		20	500

Semester I

Subject Code : BBA –101

Title of Subject : English Language - 1

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

Unit I: Vocabulary Building

- 1a. Prefixes and Suffixes
- 1b. Conversion
- 1c. Compounding
- 1d. Analogy
2. One-Word Substitutes
3. Words Often Confused
4. Synonyms and Antonyms
5. Phrasal Verbs

Unit II: Grammar - 1

1. Types of Verbs
2. Subject-Verb Agreement

Unit III: Grammar - 2

1. Meanings of Modals
2. Tense (Present and Past) and Aspect
3. The Several Possibilities for Denoting Future Time
4. Articles and Prepositions

Unit IV: Listening Skills

1. The Importance of Listening
2. Types of Listening
3. Barriers/Obstacles to Effective Listening
4. Strategies for Effective Listening

Unit V: Reading Skills

1. Skimming

2. Scanning
3. Intensive Reading and Extensive Reading
4. Comprehension

Semester –I

Subject Code : BBA – 103

Title of Subject : Hindi

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

Unit-I	हिन्दी भाषा 1. रवतंत्रता पुकारती (कविता) – जयशंकर प्रसाद 2. पुष्प की अभिलाषा (कविता) – माखनलाल चतुर्वेदी 3. वाक्य संरचना और अशुद्धियां (संकलित)
Unit-II	हिन्दी भाषा 1. नगक का दर्शना (कहानी) – प्रेमचंद 2. एक थे राजा भोज (निबंध) – डॉ. त्रिभुवननाथ शुक्ल 3. पर्यायवाची, विलोम, एकार्थी, अनेकार्थी एवं शब्दयुग्म शब्द (संकलित)
Unit-III	हिन्दी भाषा 1. भगवान बुद्ध (निबंध) – स्वामी विवेकानंद 2. लोकतंत्र एक धर्म है (निबंध) – डॉ. सर्वपल्ली राधाकृष्णन 3. नहीं रुकती है नदी – हीरालाल बाछोटिया 4. पत्तनवन
Unit-IV	हिन्दी भाषा 1. अफसर (निबंध) -- शरद जोशी 2. हमारी सांस्कृतिक एकता (निबंध) – रामधारी सिंह दिनकर (एक भारत श्रेष्ठ भारत के अन्तर्गत) 3. संक्षेपण (संकलित)
Unit-V	नैतिक मूल्य 1. नैतिक मूल्य परिचय एवं वर्गीकरण (आलेख) – डॉ. शशि राय 2. आचरण की सभ्यता (निबंध) – सरदार पूर्णसिंह 3. अंतर्ज्ञान और नैतिक जीवन (लेख) -- डॉ. सर्वपल्ली राधाकृष्णन 4. अप्प दीपो भव (लेख) -- स्वामी श्रद्धानंद

Subject Code : BBA – 103
Lecture: 4 hours / Week

Title of Subject : Principles of Management

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

Unit I- Introduction to Management - Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

Unit II - Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

Unit III: Organizing – Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

Unit IV: Staffing - Sources of recruitment, Selection process and types, Training, Directing, Controlling – Meaning and importance, function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

Unit V: Emerging issues in Management – Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility, CRM.

Reference Books:

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heiny Wehrich, (2015) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi.
3. T.Ramasamy, (2015) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6th edition.
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
6. P.C. Tripathi & P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.

Subject Code : BBA – 104

Title of Subject : Basics of Marketing

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

Unit I: Introduction of Marketing: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment.

Unit II: Market Segmentation, Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

Unit III: New Product Development: Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

Unit IV: Product & Pricing Decisions: Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

Unit V: Promotion Mix: Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools –Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

Reference Books:

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, “Principles of Marketing”, 2010, 13th Ed, Pearson Education Prentice Hall of India..
2. Paul Baines, Chris Fill, Kelly page, “Marketing Management”, 2009, 1st Ed. Oxford University Press.

3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
4. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.
5. . Rajan Saxena, “Marketing Management”, 2009, 4th Ed. Tata McGraw H
- 6.. Roger J. best , “Market – Based Management”, 2009, 1st Ed. PHI Learning Pvt. Ltd.

Subject Code : BBA – 105

Title of Subject : Business Economics

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

Unit I: Business Economics Nature and Scope

Introduction to business economics, characteristics, nature and scope concept of opportunities Cost, Incremental cost. Time perspective, Discounting and equi-marginal principle

Unit – II: Demand Concepts & Elasticity of Demand

Concept of Demand, determinates of demand, law of demand, exception to the law of demand, elasticity of demand, types of demand elasticity, uses of demand elasticity. Concept of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply.

Unit – III: Production

Theory of production, production function, input output combination, short run production laws, law of diminishing marginal returns, returns to scale, ISO-quant curves, ISO-cost curves.

Unit – IV: Cost Concepts

Cost concepts, cost classification, short run cost curves and long run cost curves, Experience curve. Economies and diseconomies of scale, economies of scope.

Unit – V: Market Structures and Pricing

Concept of market, types of market, market structure, perfect competition and price determination, monopoly and abnormal profits, monopolistic competition market price determination, price discrimination. Oligopoly, features of oligopoly, syndicating in oligopoly, kinked demand curve, price leadership and market positioning.

Reference Books

1. Dominik Salvatore, “(2009) Principal of Micro Economics(5th Edn) oxford University Press.
2. Lipsey and Crystal (2008) Economic (11th Edn) Oxford University Press..
3. Kutosynnis (1979) Modern Mircro Economics (5th Edn) Mc millan Publishers
4. Rubin field and Mehathe (Micro Economics (7th Edn) Pearson Publishers.

Subject Code : BBA – 202

Title of Subject : Foundation Course

Paper : English Language - II

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

Unit 1: Introduction to Communication Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers.

Unit 2: Types of Communication Written - Oral - Face-to-face - Silence - Merits and limitations of each type Business Letters Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence.

Unit 3: Drafting of business letters Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume - Report writing - Notices, Agenda and Minutes of the Meetings - Memos .

Unit 4: Oral Communication Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences - Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor - Demonstration and Dramatisation - Public address system - Grapevine - Group Discussion - Oral report - Closed circuit TV). The art of listening - Principles of good listening

Unit 5: Application of Communication Skills Group Decision-Making - Conflict and Negotiations - Presentation and Interviews - Speeches - Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).

Recommended Books:

- 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- 3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- 4) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
- 5) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 6) Business Correspondence and Re

Semester II

Subject Code : BBA – 202

Title of Subject : Foundation Course

Paper : Entrepreneurship Development

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

Unit-I:

Entrepreneurship: Entrepreneur characteristics – Classification of Entrepreneurships – Incorporation of Business – Forms of Business organizations –Role of Entrepreneurship in economic development –Start-ups.

Unit-II:

Idea Generation and Opportunity Assessment: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities.

Unit-III:

Project Formulation and Appraisal : Preparation of Project Report –Content; Guidelines for Report preparation – Project Appraisal techniques –economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

Unit-IV:

Institutions Supporting Small Business Enterprises: Central level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions –DICs- SFC- SSIDC- Other financial assistance.

Unit-V:

Government Policy and Taxation Benefits: Government Policy for SSIs- tax Incentives and Concessions –Non-tax Concessions –Rehabilitation and Investment Allowances.

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
2. Poornima M.CH., Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi,2009
3. Michael H. Morris, ET. al., Entrepreneurship and Innovation, Cen gage Learning, New Delhi, 2011
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi, 2011
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi.

Semester II

Subject Code : BBA – 203

Title of Subject : Organizational Behaviour

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

UNIT-I: Organizational Behavior – Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior. Perception and Attribution- concept, nature and process, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

UNIT-II: Motivation- Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

UNIT-III: Group Dynamics – Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window, Communication and types of communication.

UNIT-IV: Management of Change – Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

UNIT-V: Organizational Culture, Conflict and Effectiveness- Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness -Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

Reference Books

1. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.

2. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.
3. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt. Ltd., Delhi, 1987.
4. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
5. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
6. Aswathappa. K. - Organizational Behavior – Himalaya Publishing House, Mumbai.

Semester II

Subject Code : BBA – 204

Title of Subject : Business Statistics

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

Unit – I

Statistics – Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principles of Measurement – Principles of Secondary data. Tabulation and Presentation:

Classification of Data – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs – Diagrams – Rules for Drawing Diagrams, One, Two and Three Dimensional Diagrams – Pictograms, Cartograms, Stem and Leaf Displays.

Unit – II

Measures of Central Tendency:

Introduction to Averages – Requisites for a Measure of Central Tendency, Mean - Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode. Geometric Mean (GM) – Combined GM, Weighted GM, Harmonic Mean (HM). Relationship between Arithmetic Mean, Geometric Mean and Harmonic Mean –for Grouped and Ungrouped data and Advantages and Disadvantages of all the measures of CT.

Measures of Dispersion:

Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.

Skewness and Kurtosis (SK):

Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages.

Moments – concepts – Calculation – Kurtosis.

Unit – III

Index Numbers: Introduction – Types – Characteristics – Construction weighted and unweighted index numbers – Price and Quantity/ Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two or more overlapping indices consumer price Index – Problems in Construction.

Unit – IV

Probability: Concepts – Random Experiment, Sample space – Definitions of probability, Simple Problems on Probability, Addition and Multiplication theorems, conditional, Joint and Marginal Probability.

Sampling: Sampling – Reasons of Sample survey – bias in Survey, Definitions of Population, Sample, Parameter, Statistic – Principles of Sampling, Statistical Regularity, Inertia of Large Numbers, Optimization, Persistence of small numbers – Validity. Probability and non probability sampling methods – choice of sampling method, sampling distribution and Standard Error (SE).

Unit – V

Correlation Analysis: Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

Regression Analysis: Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficient (Simple problems only)

Time Series Analysis: Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods(Simple problems only).

Reference Books

- 1) Gupta SC: "Fundamental of Statistics" 6th Ed, Himalaya Publishers House, 2004.
- 2) Sharma JK: "Business Statistics" 2nd Edition Pearson Education, 2007.
- 3) Arora, PN, Arora, Sumeet and Arora, Amit: "Managerial Statistics", S. Chand, 1st Ed., 2009.
- 4) Bharadwaj, RS: "Business Statistics" , Excel books, 2nd Ed, 2008.

Semester II

Subject Code : BBA – 205

Title of Subject : Business Law

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

Unit 1: INTRODUCTION TO BUSINESS LAW - Introduction, Nature of Law, Meaning and Definition of Business Law, Scope and Sources of Business Law, Fundamental Rights and Directive Principle of State Policies, Principles having economic significance, Overview of Business Law in India.

Unit 2: CONTRACT LAW - Indian Contract Act, 1872: Definition of Contract, essentials of a valid contract (all essentials need to be explained in great detail), classification of contracts, breach of contract and remedies for breach of contract. Indian Sale of Goods Act, 1930: Definition of contract of sale, essentials of contract of sale, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.

Unit 3: INFORMATION LAWS AND RTE - Right to Information Act, 2005: Objectives of the RTI Act, Scope, SuoMoto disclosure, Method of seeking information, Eligibility to obtain information, Authorities under the Act,.

Unit 4: COMPETITION AND CONSUMER LAW - The Competition Act, 2002: Objectives of Competition Act, the features of Competition Act, components of Competition Act, CCI, CAT, offences and penalties under the Act. Consumer Protection Act, 1986: Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Consumer Protection Act, Consumer Redressal Agencies – District Forum, State Commission, National Commission.

Unit 5: ECONOMIC AND ENVIRONMENTAL LAW- FEMA 1999: Objects of FEMA, definition of important terms – authorized dealer, currency, foreign currency, foreign exchange, foreign security, Directorate of Enforcement, salient features of the FEMA, offences and penalties, Environment Protection Act, 1986: Objects of the Act, definitions of important terms – environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, global warming, causes for ozone layer depletion, carbon trade, rules and powers of central government to protect environment in India.

Reference Books

1. K. Aswathappa, Business Laws, Himalaya Publishing House,
2. K.R. Bulchandni: Business Laws, HPH.
3. N.D. Kapoor, Business Laws, Sultan Chand publications.

4. S.S. Gulshan, Business Law 3rd Edition, New Age International
5. S.C. Sharama & Monica : Business Law I.K. International
6. Tulsian Business Law , Tata McGraw-Hill Education
7. Dr. K. Venkataraman, SHB Publications.