

Detailed New BBA 1<sup>st</sup> and 2<sup>nd</sup> Semester Syllabus 2024-25

**BBA 1<sup>st</sup> Semester Syllabus 2024-25**

Semester	Serial	Paper Title	Category	Credit
Sem I	1	Fundamentals of Management	DSC	4
Sem I	2	Business Environment	DSC	4
Sem I	3	Business Communication	DSC	4
Sem I	4	Understanding India – NBU List	VAC	4
Sem I			AEC	
Sem I			IDC	
Sem I	5	Modern Office Management – SEC List	SEC	3
Total Credit				19

**BBA 2<sup>nd</sup> Semester Syllabus 2024-25**

Semester	Serial	Paper Title	Category	Credit
Sem II	6	Marketing Management	DSC	4
Sem II	7	Business Statistics	DSC	4
Sem II	8	E-Commerce	DSC	4
Sem II			VAC	
Sem II	9	Modern Indian Language – Bengali/Hindi, etc.	AEC	4
Sem II	10	Basic Accounting – as per IDC List	IDC	3
Sem II	11	Digital Marketing– as per SEC List	SEC	3
Total Credit				22

1<sup>st</sup> and 2<sup>nd</sup> Semester BBA Syllabus  
as per FYUGP Admission Regulations 2024-2025

**1<sup>st</sup> Semester BBA  
FUNDAMENTALS OF MANAGEMENT**

<b>DSC 1</b>	<b>Level 100</b>	<b>Paper Code: UBBADSC11001</b>	<b>Paper Type: Theory</b>
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**Full Marks – 75**

**Lectures – 40 Hours**

**Course Objective:** *On successful completion of the course, students will demonstrate*

- *the ability to understand concepts of business management, principles, and functions of management.*
  - *the ability to explain the process of planning and decision-making.*
  - *the ability to develop organizational structures based on authority, tasks, and responsibilities.*
  - *the ability to explain the principles of directing and methods of controlling.*
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**UNIT 1: Introduction to Management**

**(12 Lectures)**

Introduction –Meaning, Nature, and Characteristics of Management - Scope and Functions of Management; Management as a Science, Arts or Profession; Management and Administration  
Evolution of management thought; Scientific Management, Bureaucratic Approach, Fayol's Administrative Theory, Human Relations Approach, Systems Approach, and Contingency Approach

**UNIT 2: Planning and Decision Making**

**(10 Lectures)**

Nature, Importance, and Purpose of Planning - Planning Process; Objectives and goals; Forecasting – Importance of Forecasting in Planning; Decision Making- Process and Techniques Importance and steps; Models of Decision-making; Long-run and Short-run Plans; Strategic and Operational Plans; Management by Objective- MBO process, and Benefits

**UNIT 3: Organizing and Staffing**

**(10 Lectures)**

Nature and purpose of Organization; Organization Chart, Functional Organization, Product Organization, Matrix Organization; Principles of Organizing; Delegation of Authority; Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing; Factors Affecting Organization Structure; Formal and informal Organization

**UNIT 4: Directing and Controlling**

**(8 Lectures)**

Meaning and Nature of Direction, Principles of Direction; Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles;  
Controlling: Meaning and steps in controlling, Essentials of Effective Control System, Internal Control and External Control, Methods of Control

**Suggested Readings**

1. Stephen P. Robbins, Management, Pearson
2. H. Koontz and C. O'Donnell, Essentials of Management, McGraw Hill.
3. L.M. Prasad, Principles and Practice of Management, Sultan Chand & Sons, 20th Edition.
4. V.S.P Rao, Management Process and Organization, Excel Books.

**BUSINESS ENVIRONMENT**

<b>DSC2</b>	<b>Level 100</b>	<b>Paper Code: UBBADSC11002</b>	<b>Paper Type: Theory</b>
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**Full Marks 75**

**Lectures 40**

[**Course Objective:** To familiarise students with the knowledge of the different components of the business environment so that they can assess the effect of the different components of the business environment on the operation of business and industry of the country.]

**Unit I:**

**(10 Lectures)**

Meaning of Business Environment, Factors affecting the environment of the business, Internal and external environment, micro-environment, and macro environment. Types of environments. Meaning and need of environmental analysis. Meaning and features of competitive structure analysis. Levels of competition

**Unit II:**

**(10 Lectures)**

Economic And Political Environment: Political Economy- Structure and Importance; Economic Policies of India – Meaning and Impact of Monetary Policy, Fiscal Policy, Exim Policy and New Industrial Policy. Recent Economic Reforms. Meaning and types of political environment. Impact of political environment on business in India.

**Unit III:**

**(10 Lectures)**

Technological Environment and Natural Environment: Meaning and Significance of technological environment. Impact of technological environment on business. Impact of changes in technology on business. Technology and Society. IT revolution and its impact on business. Digital transformation in Indian business. Meaning and nature of the physical environment. Impact of the natural environment on business.

**Unit IV:**

**(10 Lectures)**

Global Environment: Meaning and dimensions of the global environment. Stages and essential conditions of globalization. Foreign market entry strategies. Merits and demerits of globalization of business. Impact of globalization on Indian businesses. Globalization, MNCs, TNCs. Functions of WTO, GATT, G20, BRICS, ASEAN & SAARC

***Suggested Readings***

1. Francis Cherunilam, Business Environment
2. Aswathappa K, Essentials of Business Environment
3. Garg V K, Economic Environment of Business
4. Puri and Misra, Economic Environment of Business, Himalaya Publishing
5. Ahuja, Economic Environment of Business, S. Chand

**1<sup>st</sup> Semester**  
**BUSINESS COMMUNICATION**

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<b>DSC 3</b>	<b>Level 100</b>	<b>Paper Code: UBBADSC11003</b>	<b>Paper Type: Theory</b>
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**Full Marks: 75**

**Lectures: 40**

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**Course Objective:** To inculcate in students of BBA the skill of writing business communications in a professional style so that they can handle business reports, letters, quotations, and tenders independently. The objective of this paper is, also, to train them in handling electronic media and computers in preparing presentations and reports.

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**Unit I**

**10 Lectures**

Nature of Communication Process of Communication, Goals of Business Communication, Types of Communication (verbal & Non-Verbal), Importance of Communication, Different forms of Communication, Principles of Business Communication, Oral and non-verbal Communication, Oral Communication essentials, Barriers to Communication

**Unit II**

**10 Lectures**

The Process of Writing- Planning, Writing and Completing a Business Message; Writing a Complete Report and Proposal; Writing a Negative Message, Writing a Positive Message, Writing a Persuasive Message; Writing a Complete Business Report; Elements of structure, Process of writing, Order of writing, the final draft, check-lists for reports

**Unit III**

**10 Lectures**

Business Correspondence: Letter Writing, e-mail etiquette, presentation, inviting quotations, sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letters, preparing the Resume.

**Unit IV**

**10 Lectures**

Print and Electronic Messages, Professional Communication in Digital and Social-Media, Oral Presentation Importance, Characteristics, Presentation Plan, Power-point presentation, and Visual aids.

**Suggested Readings:**

Courtland, L. Bovee, Thill and Raina. Business Communication Today, Pearson, 2022  
Ober, Newman, Communicating in Business, Cengage Learning, 2013  
Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH  
Shirley Taylor, Communication for Business, Pearson Education

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**Evaluation Scheme:** Evaluation of these three courses of 1<sup>st</sup> Semester BBA will be as per the guidelines outlined in FYUGP

**Semester II**  
**MARKETING MANAGEMENT**

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<b>DSC4</b>	<b>Level 100</b>	<b>Paper Code: UBBADSC12004</b>	<b>Paper Type: Theory</b>
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**Full Marks 75**

**Lectures 40**

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**Course Objective:** This course aims to familiarize students with the marketing function in organizations. It will equip the students with an understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing.

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**Unit I:**

**(10 Lectures)**

Introduction: Nature, Scope, and Importance of Marketing, Evolution of Marketing; Core marketing concepts- Production concept, Product concept, the Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, economic, political, legal, socio-cultural, technological environment (Indian context); Marketing Management Tasks

**Unit II:**

**(10 Lectures)**

Product: Marketing Strategies for Consumer products and Industrial products, Product line, and Product diversification, Product Differentiation, Service Differentiation, Packaging, Labeling, and Warranties

Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting, and Positioning.

**Unit III:**

**(10 Lectures)**

Pricing, Objective of Pricing, Cost-plus Pricing, Penetration Price, skimming price, Perceived Value Pricing, Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers

**Unit IV:**

**(10 Lectures)**

Marketing of Services - Unique Characteristics of Services, Managing Service Encounters, Common Encounter Situations, Managing Service Encounters for Satisfactory Outcomes, Service Failure, Service Recovery, Process of Service Recovery, Customer Retention and Benefits, Marketing strategies for service firms – 7Ps.

***Suggested Readings:***

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & U I Haq, E.: Principles of Marketing;
3. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Limited.

**Semester II**  
**BUSINESS STATISTICS**

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<b>DSC-5</b>	<b>Level 100</b>	<b>Paper Code: UBBADSC12005</b>	<b>Paper Type: Theory</b>
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**Marks: 75**

**Lectures 40**

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**Course Objective:** To familiarize the students with basic Statistical Methods and impart training with respect to data collection, analysis, and decision-making so that they appreciate the need for statistics in decision-making in business firms. Also, to enable students to apply methods for exploring inter-relationships between causal variables.

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**Unit I: Measures of Central Tendency (10 Lectures)**

Data and Tabulation, Class and Interval, Concept of Frequency Distribution, Measures of Central Tendency: mean, median, mode; Merits, Limitations and Suitability of Mean, Median and Mode in Business Applications; Arithmetic Mean, Harmonic Mean and Geometric Mean. The Relationship between AM, GM, and HM; Relevance of AM, GM, and HM in business decision-making

**Unit II: Dispersion, Skewness, and Kurtosis of Distributions (10 Lectures)**

Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Relevance of SD, and CV in Business Decision-Making

Nature of a Distribution: Moments, Skewness, Kurtosis. Business Concept of a Normal Distribution, Benchmark Values of Kurtosis and Skewness.

**UNIT III: Correlations and Regressions (15 Lectures)**

Correlation Analysis: Meaning and significance. Correlation and Causation, Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank correlation coefficient, Properties of Correlation Coefficient, Concept of Multiple Correlation, and Partial Correlation

Regression Analysis: Meaning and significance; Regression vs. Correlation; Linear Regression lines (X on Y, Y on X). Properties of regression coefficients; intersection of two regression lines. The point of intersection of two regression lines: Uses of Correlation and Regression in business decision-making

**Unit – IV: Sampling Fundamentals (5 Lectures)**

Census and Sampling; Importance of Sampling; Methods of Sampling; Probabilistic and Non-Probabilistic Sampling, Concept of Random Number and Random Sampling; Techniques of drawing a random sample. Sampling Error, Non-sampling error, Sampling Frame, -

**Suggested Readings:**

Gupta S. P.: Statistical Methods, Sultan Chand & Sons, 34th Edition.

Levin & Rubin: Statistics for Management, Prentice-Hall.

Anderson, Sweeny & Williams: Statistics for Business and Economics, South Western

## **E-COMMERCE**

<b>DSC - 6</b>	<b>Level 100</b>	<b>Paper Code: UBBAMIN12002</b>	<b>Paper Type: Theory</b>
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**Marks: 75**

**Lectures 40**

**Course Objective:** To enable the student to become familiar with the mechanism for conducting business transactions through electronic means. They can learn the art of web-designing for marketing various types of consumers' goods and services.

### **Unit 1: Introduction:**

**(8 lectures)**

Meaning, nature, concepts, advantages, disadvantages, and reasons for online transactions; classification of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models); and forces behind e-commerce.

**Technology used in E-commerce:** The dynamics of the World Wide Web and Internet (meaning, evolution and features); Designing, building and launching an e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

### **Unit 2: Security and Encryption:**

**(8 lectures)**

Need and concepts, the e-commerce security environment: (dimension, definition and scope of security), vulnerabilities in the E-commerce environment, solutions, Encryption, securing channels of communication, protecting networks and protecting servers and clients.

### **Unit 3: IT Act 2000 with recent amendments and Cyber Crimes**

**(8 lectures)**

IT Act 2000: Definitions, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signature, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes.

### **Unit 4: E-payment System:**

**(8 Lectures)**

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

### **Unit 5: On-line Business Transactions:**

**(8 Lectures, 6 practical lab)**

Meaning, purpose, advantages, and disadvantages of transacting online, E-commerce applications in various industries like banking, insurance, payment of utility bills, marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment, online shopping from e-tailers.

### **Suggested Readings**

1. Kenneth C. Laudon and Carlo Guercio Traver, *E-Commerce*, Pearson Education.
2. David Whiteley, *E-commerce: Strategy, Technology and Applications*, McGraw Hill Edn
3. Bharat Bhaskar, *Electronic Commerce: Framework, Technology and Application*, 4<sup>th</sup> Ed., McGraw Hill Education
4. PT Joseph, *E-Commerce: An Indian Perspective*, PHI Learning
5. KK Bajaj and Debjani Nag, *E-commerce*, McGraw Hill Education
6. Sushila Madan, *E-Commerce*, Taxmann
8. Awad, M. Elias., *Electronic Commerce from Vision to Fulfilment*, Pearson Prentice Hall