



MUSLIM ARTS COLLEGE

(Autonomous)

(Accredited by NAAC with B+ grade & Affiliated to Manonmaniam Sundaranar University,
Tirunelveli; Recognized US 2(f) 12 (B) of UGC Act.)

Thiruvithancode, Kanyakumari District, Tamil Nadu - 629174.

DEPARTMENT OF BUSINESS ADMINISTRATION

CBCS SYLLABUS

Learning Outcome-based Curriculum Framework for

BUSINESS ADMINISTRATION (BBA)

Applicable for students admitted from June 2026 as per the Resolutions of the Academic Council

Meeting held on 01.06.2026

Vision

To strive towards a distinguished position in business education, creating graduates who become future leaders, entrepreneurs, and socially responsible professionals with a global outlook.

Mission

- To attract bright and intellectually curious students
- To foster excellence through quality education in Business Management
- To develop capable business and community leaders
- To promote entrepreneurship and self-employment

Academic and Professional Attributes of BBA Graduates

1. **Business and Managerial Knowledge** – Demonstrate comprehensive knowledge of business, management, and organizational practices.
2. **Critical Thinking and Problem Solving** – Analyze business situations critically and develop effective solutions to organizational challenges.
3. **Effective Communication Skills** – Communicate professionally through oral, written, and digital modes in diverse business contexts.
4. **Leadership and Teamwork** – Exhibit leadership qualities and work collaboratively in multicultural and multidisciplinary teams.
5. **Entrepreneurial and Innovative Mindset** – Identify business opportunities and apply innovative approaches to create value and promote entrepreneurship.
6. **Digital and Technological Competence** – Utilize modern business technologies, digital tools, and information systems for managerial decision-making.
7. **Ethical and Social Responsibility** – Uphold professional ethics, corporate governance principles, and social responsibility in business operations.
8. **Decision-Making and Analytical Ability** – Apply quantitative and qualitative techniques to support effective managerial decisions.
9. **Global and Environmental Awareness** – Understand global business trends, cultural diversity, sustainability, and environmental concerns affecting organizations.
10. **Lifelong Learning and Professional Development** – Engage in continuous learning, adaptability, and self-development to meet evolving business and professional demands.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO No.	Programme Educational Objectives	Mapping with Mission*
PEO 1	Demonstrate comprehensive knowledge of business management principles and practices to effectively contribute to organizations and society.	M2
PEO 2	Apply analytical, critical thinking, and decision-making skills to solve business and managerial problems in dynamic environments.	M2, M3
PEO 3	Exhibit leadership, communication, teamwork, and interpersonal skills required for successful professional and managerial careers.	M3
PEO 4	Develop entrepreneurial competencies and innovative thinking to establish and manage business ventures and promote self-employment.	M4
PEO 5	Uphold ethical values, social responsibility, and professional integrity in business and community engagements.	M3
PEO 6	Utilize modern technologies, digital tools, and business analytics to enhance organizational effectiveness and decision-making.	M2
PEO 7	Pursue higher education, professional development, and lifelong learning to adapt to evolving business environments.	M1, M2
PEO 8	Demonstrate a global outlook and cultural awareness while functioning effectively in diverse business and social contexts.	M2, M3

Programme Outcomes (POs)

PO No.	Programme Outcomes	Mapping with PEOs
PO1	Demonstrate fundamental and advanced knowledge of business management, accounting, finance, marketing, human resource management, and entrepreneurship.	PEO1, PEO7
PO2	Apply analytical, critical thinking, and problem-solving skills to address business and managerial challenges effectively.	PEO2, PEO6
PO3	Communicate effectively in professional, academic, and business environments using appropriate oral, written, and digital communication skills.	PEO3
PO4	Exhibit leadership qualities, teamwork, and interpersonal skills to work successfully in diverse organizational settings.	PEO3, PEO8
PO5	Utilize digital technologies, business applications, and data-driven tools for managerial decision-making and organizational effectiveness.	PEO6
PO6	Demonstrate entrepreneurial competencies, innovation, and creativity for venture creation and self-employment opportunities.	PEO4
PO7	Apply ethical principles, corporate governance practices, and social responsibility in personal and professional life.	PEO5

PO8	Analyze business environments and make informed decisions considering economic, legal, social, and global factors.	PEO2, PEO8
PO9	Engage in lifelong learning, professional development, and higher education opportunities to enhance career growth.	PEO7
PO10	Contribute positively to society through sustainable business practices, community engagement, and responsible leadership.	PEO5, PEO8

Programme Specific Outcomes (PSOs)

PSO No.	Upon completion of the BBA Degree Programme, students will be able to:	Mapping with POs
PSO1	Apply fundamental concepts of management, marketing, finance, human resource management, and entrepreneurship to analyze and solve business problems.	PO1, PO2, PO8
PSO2	Utilize digital technologies, business analytics, and quantitative techniques for effective managerial decision-making and organizational performance.	PO2, PO5, PO8
PSO3	Demonstrate leadership, communication, interpersonal, and teamwork skills required for professional success in business organizations.	PO3, PO4, PO10
PSO4	Develop entrepreneurial competencies and innovative approaches to create and manage sustainable business ventures.	PO6, PO8, PO9
PSO5	Practice ethical business values, corporate governance, social responsibility, and sustainable business practices in professional and community settings.	PO7, PO9, PO10

Mapping of Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

POs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
PO1	3	1	1	1	1
PO2	3	3	1	2	2
PO3	1	1	3	1	2
PO4	1	2	3	2	2
PO5	2	3	1	1	1
PO6	1	1	3	3	1
PO7	2	1	2	2	3
PO8	3	3	1	2	1
PO9	2	1	2	3	2
PO10	1	1	3	1	3

- 3 – High Correlation
- 2 – Moderate Correlation
- 1 – Low Correlation

COURSES OFFERED

SEMESTER I

FIRST SEMESTER

Part	Course Title	Hours / Week	Credits
Part I	Language – Tamil I	6	3
Part II	English I	6	3
Part III	Core Paper I – Principles of Management	5	5
Part III	Core Paper II – Accounting for Management I	5	5
Part III	Elective Paper I – Managerial Economics	4	3
	Elective Paper I – Fundamentals of Business Administration		
Part IV	SEC 1 – Digital Skills for Business	2	2
Part IV	Foundation Course – Managerial Communication	2	2
Total		30	23

*Students shall choose any one Elective Course offered by the Department.

SEMESTER I

CORE COURSE I: PRINCIPLES OF MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Instruction Hours / Week	CIA	External	Total
AMBA01	Principles of Management	Core	5	-	-	-	5	5	25	75	100

Learning Objectives

The course aims to:

1. To provide an understanding of the evolution, nature, principles, and functions of management.
2. To develop knowledge of planning and decision-making processes for effective organizational functioning.
3. To familiarize students with organizational structures, delegation, authority relationships, and staffing practices.
4. To impart knowledge of directing, leadership, motivation, coordination, and controlling functions in organizations.
5. To create awareness of business ethics, corporate social responsibility, and contemporary challenges in management.

Course Outcomes (COs)

Upon successful completion of the course, students will be able to:

CO No.	Course Outcomes	BT Level
CO1	Explain the evolution, concepts, principles, and functions of management.	BT2
CO2	Apply planning techniques and decision-making processes in organizational situations.	BT3
CO3	Examine organizational structures, authority relationships, delegation, and staffing functions.	BT4
CO4	Analyze leadership, motivation, coordination, and control mechanisms for organizational effectiveness.	BT4
CO5	Evaluate the role of business ethics, corporate social responsibility, and contemporary management practices in organizations.	BT5

Bloom's Taxonomy Levels

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

Course Content

Unit	Details	No. of Hours
I	Introduction to Management: Meaning, Definition, Importance, Nature and Scope of Management – Management Process – Functions and Roles of Managers – Levels of Management – Evolution of Management Thought – Scientific Management by F.W. Taylor – Administrative Management by Henri Fayol – Behavioural and Modern Approaches to Management.	15

II	Planning and Decision Making: Meaning, Nature and Importance of Planning – Types and Steps in Planning – Objectives, Policies, Procedures, Methods and Strategies – Decision Making: Meaning, Importance, Process and Types of Decisions – Techniques for Effective Decision Making.	15
III	Organizing and Staffing: Meaning and Importance of Organizing – Types of Organization Structures – Span of Control – Departmentalization – Committees – Informal Organization – Authority, Responsibility and Accountability – Delegation and Decentralization – Authority versus Power – Introduction to Staffing.	15
IV	Directing, Coordination and Controlling: Meaning and Importance of Directing – Leadership and Motivation – Communication in Management – Coordination: Need, Types and Techniques – Requisites of Effective Coordination – Controlling: Meaning, Importance, Process and Techniques of Control.	15
V	Business Ethics and Social Responsibility: Meaning and Importance of Business Ethics – Types of Ethical Issues in Business – Ethical Values and Corporate Behaviour – Internal and External Ethics – Corporate Social Responsibility – Environmental Protection – Responsibilities of Business towards Society and Stakeholders.	15
Total		75

S. No.	Text Book
1	Stoner, James A. F., R. Edward Freeman, and Daniel R. Gilbert Jr. <i>Management</i> . 6th ed., Pearson Education, 2004.
2	Griffin, Ricky W. <i>Management</i> . Houghton Mifflin Company, Boston, 2014.
3	Robbins, Stephen P., David A. DeCenzo, and Mary Coulter. <i>Fundamentals of Management</i> . 7th ed., Pearson Education, 2011.
4	Stoner, James A. F., R. Edward Freeman, and Daniel R. Gilbert Jr. <i>Management</i> . 6th ed., Prentice Hall India, New Delhi, 2014.
5	Robbins, Stephen P., Mary Coulter, Dima Jamali, and Yusuf Sidani. <i>Management: Arab World Edition</i> . Pearson Education, 2014.

S. No.	Reference Book
1	Tripathi, P. C., and P. N. Reddy. <i>Principles of Management</i> . 6th ed., Sultan Chand & Sons, 2017.
2	Prasad, L. M. <i>Principles and Practice of Management</i> . 8th ed., Sultan Chand & Sons.
3	Robbins, Stephen P., and Mary Coulter. <i>Management</i> . 13th ed., Pearson Education, 2017.
4	Gupta, C. B. <i>Principles of Management</i> . 3rd ed., Sultan Chand & Sons.
5	Koontz, Harold, Heinz Weihrich, and A. Ramachandra Aryasri. <i>Principles of Management</i> . 2nd ed., McGraw Hill Education, 2015.

S. No.	Web Resource
1	https://www.toolshero.com/management/14-principles-of-management/
2	https://open.umn.edu/opentextbooks/textbooks/693
3	https://open.umn.edu/opentextbooks/textbooks/34
4	https://openstax.org/subjects/business
5	https://blog.hubspot.com/marketing/management-principles

Mapping with Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	1	1	1	1	1	1
CO2	2	3	1	1	2	1	1	3	1	1
CO3	3	2	2	2	1	1	1	2	1	1
CO4	2	3	2	3	1	1	1	2	1	2
CO5	1	1	2	2	1	1	3	1	2	3
Weightage	11	11	8	9	6	5	7	9	6	8
Weighted Percentage of Course Contribution to POs	2.2	2.2	1.6	1.8	1.2	1.0	1.4	1.8	1.2	1.6

3 – Strong, 2 – Medium , 1 – Low

Mapping with Programme Specific Outcomes

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	1	1
CO2	3	2	1	1	1
CO3	3	1	2	1	1
CO4	2	2	3	1	1
CO5	1	1	2	1	3
Weightage	12	7	9	5	7
Weighted Percentage of Course Contribution to PSOs	2.4	1.4	1.8	1.0	1.4

3 – Strong, 2 – Medium , 1 – Low

FIRST YEAR - SEMESTER I**CORE II - ACCOUNTING FOR MANAGEMENT I**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Instruction Hours / Week	CI A	External	Total
AMBA02	Accounting for Management I	Core	5	-	-	-	5	5	25	75	100

Learning Objectives

The course aims to:

1. To provide a sound foundation in the principles and concepts of financial accounting.
2. To develop knowledge of the accounting process and the preparation of books of original entry and ledger accounts.
3. To familiarize students with the preparation of Trial Balance and Rectification of Errors.
4. To impart practical knowledge in preparing Bank Reconciliation Statements and Final Accounts of sole proprietorship concerns.
5. To enable students to interpret accounting information for managerial decision-making and business reporting.

Course Outcomes

Upon successful completion of the course, students will be able to:

CO No.	Course Outcomes	BT Level
CO1	Explain the basic concepts, principles, conventions, and accounting standards applicable to business organizations.	BT2
CO2	Prepare journal entries, ledger accounts, subsidiary books, and cash book using the double-entry system.	BT3
CO3	Prepare Trial Balance, identify accounting errors, and perform rectification of errors.	BT3
CO4	Construct Bank Reconciliation Statements and prepare Final Accounts of sole proprietorship concerns with necessary adjustments.	BT4
CO5	Analyze financial statements and apply accounting information for managerial planning and decision-making.	BT4

Bloom's Taxonomy Levels

K1 – Remember, **K2** – Understand, **K3** – Apply, **K4** – Analyse, **K5** – Evaluate, **K6** – Create

Course Content

Unit	Contents	No. of Hours
I	Introduction to Accounting: Meaning and Scope of Accounting; Basic Accounting Concepts and Conventions; Objectives of Accounting; Accounting Transactions; Double Entry Book Keeping; Journal; Ledger; Preparation of Trial Balance.	15
II	Subsidiary Books and Error Rectification: Subsidiary Books; Preparation of Cash Book; Bank Reconciliation Statement; Rectification of Errors; Suspense Account.	15

III	Final Accounts: Preparation of Final Accounts; Adjustments – Closing Stock, Outstanding Expenses, Prepaid Expenses, Accrued Income, Depreciation, Bad Debts, Provision for Doubtful Debts, Discount on Debtors and Creditors, Interest on Drawings and Interest on Capital.	15
IV	Hire Purchase and Installment System: Hire Purchase System; Default and Repossession; Hire Purchase Trading Account; Installment System.	15
V	Single Entry System: Meaning, Features and Defects of Single Entry System; Difference between Single Entry and Double Entry System; Statement of Affairs Method; Conversion Method.	15
	Total	75

S. No.	Text Book
1	Goel, D. K., and Shelly Goel. <i>Financial Accounting</i> . 2nd ed., Arya Publications, 2018.
2	Jain, S. P., and K. L. Narang. <i>Financial Accounting</i> . Kalyani Publishers, Ludhiana, 1999.
3	Shankar, R. Rakesh, and S. Manikandan. <i>Financial Accounting</i> . 3rd ed., Scitech Publications.
4	Shukla, M. C., T. S. Grewal, and S. C. Gupta. <i>Advanced Accounting</i> . 15th ed., Sultan Chand & Sons, New Delhi, 2002.
5	Tulsian, P. C. <i>Financial Accounting</i> . Pearson Education, 2006.

S. No.	Reference Book
1	Ganesan, K., and S. Ushena Begam. <i>Accounting for Managers – Volume I</i> . Charulatha Publications, Chennai.
2	Reddy, T. S., and A. Murthy. <i>Financial Accounting</i> . 6th ed., Margham Publications, Chennai, 2019.
3	Kolitz, David. <i>Financial Accounting</i> . Taylor & Francis Group, 2017.
4	Arora, M. N. <i>Accounting for Management</i> . Himalaya Publishing House, Mumbai, 2019.
5	Maheshwari, S. N. <i>Financial Accounting</i> . Vikas Publishing House, New Delhi, 2018.
6	Hornigren, Charles T., Gary L. Sundem, and John A. Elliott. <i>Introduction to Financial Accounting</i> . Pearson Education, 2017.

S. No.	Web Resource
1	https://biz.libretexts.org/Bookshelves/Accounting/Financial_Accounting
2	https://www.accountingtools.com/articles/basic-accounting-principles
3	https://www.accountingcoach.com
4	https://corporatefinanceinstitute.com/resources/accounting/
5	https://www.profitbooks.net/what-is-depreciation/

Mapping with Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	1	-	1	1	-	-
CO2	3	2	1	1	2	-	1	2	-	-
CO3	3	3	1	1	2	-	1	2	-	-
CO4	3	3	1	1	2	-	1	2	1	-
CO5	3	3	2	1	3	1	2	3	2	1
Weightage	15	13	6	5	10	1	6	10	3	1
Weighted Percentage of Course Contribution to POs	3.0	2.6	1.2	1.0	2.0	0.2	1.2	2.0	0.6	0.2

3 – Strong, 2 – Medium , 1 – Low

Mapping with Programme Specific Outcomes

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	2
CO2	3	3	2	1	2
CO3	3	3	2	1	2
CO4	3	3	2	2	2
CO5	3	3	3	2	3
Weightage	15	14	10	7	11
Weighted Percentage of Course Contribution to PSOs	3.0	2.8	2.0	1.4	2.2

FIRST YEAR - SEMESTER I

ME 1– ELECTIVE - I: MANAGERIAL ECONOMICS

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
AEBBA 01	Managerial Economics	Generic Elective (GE)	3	–	–	–	3	4	25	75	100

Learning Objectives

The course aims to:

1. To provide students with a sound understanding of the principles and concepts of managerial economics for effective business decision-making.
2. To develop analytical skills to examine demand, supply, production, cost, and pricing decisions in business organizations.
3. To familiarize students with various market structures and their implications for managerial strategies.
4. To enhance the ability to apply economic theories and quantitative tools in solving managerial and business problems.
5. To equip students with knowledge of macroeconomic indicators and government policies influencing business and economic environments.

Course Outcomes

Upon successful completion of the course, students will be able to:

CO No.	Course Outcomes	BT Level
CO1	Explain the fundamental concepts, scope, and significance of managerial economics in business decision-making.	K2
CO2	Apply demand, supply, elasticity, production, and cost concepts to solve managerial problems.	K3
CO3	Analyze pricing decisions and the characteristics of different market structures in business environments.	K4
CO4	Evaluate the impact of macroeconomic variables and government policies on business organizations.	K5
CO5	Formulate appropriate managerial strategies by integrating economic principles for effective decision-making in dynamic business environments.	K6

Bloom's Taxonomy Levels

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

Course Content

Unit	Contents	No. of Hours
I	Introduction to Managerial Economics: Nature and Scope of Managerial Economics; Definition of Economics; Important Concepts of Economics; Relationship between Micro, Macro and Managerial Economics; Objectives of the Firm.	12

II	Demand Analysis: Theory of Consumer Behaviour; Marginal Utility Analysis; Indifference Curve Analysis; Meaning and Law of Demand; Types and Determinants of Demand; Elasticity of Demand; Demand Forecasting.	12
III	Production, Cost and Supply Analysis: Production and Factors of Production; Production Function; Law of Variable Proportions; Law of Returns to Scale; Economies of Scale; Cost Analysis; Cost Concepts; Cost-Output Relationship in the Short Run and Long Run; Revenue Curves; Supply Analysis.	12
IV	Pricing Methods and Strategies: Objectives of Pricing; Factors Influencing Pricing; General Considerations in Pricing; Methods of Pricing; Dual Pricing; Price Discrimination.	12
V	Market Structure: Classification of Markets; Perfect Competition; Monopoly; Monopolistic Competition; Duopoly; Oligopoly.	12
	Total	60

S. No.	Text Book
1	Mithani, D. M. <i>Managerial Economics</i> . Himalaya Publishing House, Mumbai, 2016.
2	Mehta, P. L. <i>Managerial Economics</i> . Sultan Chand & Sons, New Delhi, 2016.
3	Dwivedi, D. N. <i>Managerial Economics</i> . 8th ed., Vikas Publishing House, New Delhi, 2015.
4	Ahuja, H. L. <i>Managerial Economics</i> . 9th ed., S. Chand & Company, New Delhi, 2017.
5	Thomas, Christopher R., and S. Charles Maurice. <i>Managerial Economics: Foundations of Business Analysis and Strategy</i> . 10th ed., McGraw Hill Education, New Delhi, 2017.

S. No.	Reference Book
1	Sankaran, S. <i>Managerial Economics</i> . Margham Publications, Chennai, 2019.
2	Salvatore, Dominick. <i>Managerial Economics: Principles and Worldwide Applications</i> . 8th ed., Oxford University Press, New Delhi, 2016.
3	Varshney, R. L., and K. L. Maheshwari. <i>Managerial Economics</i> . Sultan Chand & Sons, New Delhi.
4	Peterson, H. Craig, and W. Cris Lewis. <i>Managerial Economics</i> . Pearson Education, New Delhi.
5	Pindyck, Robert S., and Daniel L. Rubinfeld. <i>Microeconomics</i> . 9th ed., Pearson Education, 2018.

Note: Latest editions of the prescribed textbooks and reference books may be used.

S. No.	Web Resource
1	https://www.investopedia.com/terms/m/managerial-economics.asp
2	https://businessjargons.com/determinants-of-elasticity-of-demand.html
3	https://www.economicdiscussion.net/laws-of-production
4	https://www.intelligenteconomist.com/profit-maximization-rule/
5	https://www.economicshelp.org/microessays/business/managerial-economics/

Mapping with Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	1	-	-	2	-	-
CO2	3	3	1	1	2	1	-	3	-	-
CO3	3	3	1	2	2	1	-	3	-	-
CO4	2	3	2	2	2	2	1	3	1	1
CO5	2	3	2	2	2	2	1	3	2	1
Weightage	13	14	7	8	9	6	2	14	3	2
Weighted Percentage of Course Contribution to POs	2.6	2.8	1.4	1.6	1.8	1.2	0.4	2.8	0.6	0.4

3 – Strong, 2 – Medium, 1 - Low

Mapping with Programme Specific Outcomes

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	1	2	1
CO2	2	2	1	3	1
CO3	2	2	2	3	1
CO4	2	3	2	3	2
CO5	2	3	2	3	2
Weightage	10	11	8	14	7
Weighted Percentage of Course Contribution to PSOs	2.0	2.2	1.6	2.8	1.4

FIRST YEAR - SEMESTER I

ME 1– ELECTIVE - I: FUNDAMENTALS OF BUSINESS ADMINISTRATION

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
AEBBA 01	Fundamentals of Business Administration	Generic Elective (GE)	3	–	–	–	3	4	25	75	100

Learning Objectives (LOs)

The course aims to:

1. To provide students with a fundamental understanding of business administration and its role in modern organizations.
2. To familiarize students with the basic functions of management, planning, organizing, staffing, directing, and controlling.
3. To develop knowledge of business organizations, entrepreneurship, and the business environment.
4. To enhance decision-making, leadership, and problem-solving skills required in business administration.
5. To equip students with ethical, managerial, and communication competencies for academic and professional success.

Course Outcomes

Upon successful completion of the course, students will be able to:

CO No.	Course Outcomes	BT Level
CO1	Explain the concepts, principles, functions, and scope of business administration.	K2
CO2	Illustrate the processes of planning, organizing, staffing, directing, and controlling in business organizations.	K3
CO3	Apply managerial principles and decision-making techniques to solve basic business problems.	K3
CO4	Analyze the influence of business environment, entrepreneurship, and organizational practices on business performance.	K4
CO5	Evaluate managerial strategies, ethical practices, and leadership approaches for organizational effectiveness.	K5

Bloom's Taxonomy Levels

K1 – Remember, **K2** – Understand, **K3** – Apply, **K4** – Analyse, **K5** – Evaluate, **K6** – Create

Course Content

Unit	Contents	No. of Hours
I	Introduction to Business and Business Administration: Meaning and characteristics of Business – Objectives of Business – Types of Business Activities (Industry, Commerce and Services) – Meaning and Nature of Business Administration – Functions of Business Administration – Role and Qualities of a Business Manager – Business Environment (Internal and External Factors).	12

II	Forms of Business Organisation: Sole Proprietorship – Partnership – Joint Hindu Family Business – Joint Stock Company – Cooperative Society – Limited Liability Partnership (LLP) – Comparison of Forms of Business Organisation – Factors Influencing the Choice of Business Organisation.	12
III	Basic Management Functions: Planning – Organising – Staffing – Directing – Coordinating – Controlling – Decision Making – Leadership and Motivation (Basic Concepts) – Communication in Business – Importance of Teamwork.	12
IV	Functional Areas of Business: Introduction to Marketing – Basic Concepts of Human Resource Management – Introduction to Financial Management – Production and Operations – Customer Service – Role of Technology in Business – Basics of Entrepreneurship and Small Business.	12
V	Modern Business Practices and Business Ethics: Business Ethics – Corporate Social Responsibility (CSR) – Green Business Practices – Digital Business and E-Commerce – Business Communication Etiquette – Basics of Business Records and Office Management – Emerging Trends in Business Administration.	12
	Total	60

S. No.	Text Book
1	Gupta, C. B. <i>Fundamentals of Business Administration</i> . Sultan Chand & Sons, New Delhi.
2	Prasad, L. M. <i>Principles and Practice of Management</i> . S. Chand & Company Ltd., New Delhi.
3	Sherlekar, S. A., and V. S. Sherlekar. <i>Modern Business Organization and Management</i> . Himalaya Publishing House, Mumbai.
4	Tripathi, P. C., and P. N. Reddy. <i>Principles of Management</i> . McGraw Hill Education (India), Noida.
5	Sharma, R. K., Shashi K. Gupta, and Rahul Sharma. <i>Business Management</i> . Kalyani Publishers, New Delhi.

S. No.	Reference Book
1	Koontz, Harold, Heinz Weihrich, and A. Ramachandra Aryasri. <i>Principles of Management</i> . McGraw Hill Education, New Delhi.
2	Robbins, Stephen P., and Mary Coulter. <i>Management</i> . Pearson Education, New Delhi.
3	Dinkar Pagare. <i>Principles of Management</i> . Sultan Chand & Sons, New Delhi.
4	Chhabra, T. N. <i>Business Organisation and Management</i> . Sun India Publications, New Delhi.
5	Gupta, C. B. <i>Business Organisation and Management</i> . Sultan Chand & Sons, New Delhi.

S. No.	Web Resource
1	https://www.managementstudyguide.com
2	https://businessjargons.com
3	https://www.tutorialspoint.com/business_management_tutorial/index.htm
4	https://openstax.org/subjects/business
5	https://www.economicdiscussion.net/business

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	1	1	1	-	1	1	1	2
CO2	3	2	2	2	1	1	1	2	1	2
CO3	3	3	2	2	2	2	1	2	1	2
CO4	2	3	2	2	2	2	1	3	2	3
CO5	2	3	2	3	2	2	3	2	2	3
Weightage	13	12	9	10	8	7	7	10	3	3
Weighted Percentage of Course Contribution to POs	2.6	2.4	1.8	2.0	1.6	1.4	1.4	2.0	1.6	2.6

Mapping of Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	1	2	1
CO2	2	2	1	3	1
CO3	2	3	2	3	1
CO4	2	3	2	3	2
CO5	2	3	2	3	2
Weightage	10	12	8	14	7
Weighted Percentage of Course Contribution to PSOs	2.0	2.4	1.6	2.8	1.4

FIRST YEAR – SEMESTER I
SEC I- DIGITAL SKILLS FOR BUSINESS

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
BBA SEC01	Digital Skills for Business	Skill Enhancement Course (SEC)	2	–	–	–	2	2	25	75	100

Learning Objectives

The course aims to:

1. To introduce students to the fundamentals of digital technology, digital literacy, and digital citizenship in the contemporary business environment.
2. To develop proficiency in using basic digital productivity tools for creating, managing, and sharing business information.
3. To enhance digital communication and online collaboration skills required in academic and professional settings.
4. To create awareness of cyber safety, digital security, privacy, and ethical practices in the digital world.
5. To familiarize students with digital business applications, including e-commerce, digital payments, and digital marketing.

Course Outcomes

Upon successful completion of the course, students will be able to:

CO No.	Course Outcomes	BT Level
CO1	Explain the concepts of digital technology, digital literacy, digital citizenship, and the role of artificial intelligence in business.	K2
CO2	Demonstrate the use of digital productivity tools for creating, editing, storing, and sharing business documents.	K3
CO3	Apply digital communication and online collaboration tools effectively in academic and business environments.	K3
CO4	Analyze cyber security threats and apply safe digital practices to protect personal and organizational information.	K4
CO5	Evaluate the applications of digital technologies such as e-commerce, digital payments, and digital marketing in modern business.	K5

Bloom's Taxonomy Levels

K1 – Remember, **K2** – Understand, **K3** – Apply, **K4** – Analyse, **K5** – Evaluate, **K6** – Create

Course Content

Unit	Details	No. of Hours
I	Introduction to Digital Technology: Introduction to Digital Technology; Computers and Mobile Devices; Internet and Web Browsing; Digital Literacy; Digital Citizenship; Introduction to Artificial Intelligence; Everyday Uses of Digital Technology.	6

II	Basic Digital Productivity Tools: Word Processing; Basic Spreadsheets; Presentation Software; Creating and Saving Documents; Email Basics; Introduction to Cloud Storage.	6
III	Digital Communication: Email Communication; Video Conferencing; Online Collaboration; Social Media for Learning and Business; Digital Etiquette; Online Professional Behaviour.	6
IV	Cyber Safety and Digital Security: Safe Internet Practices; Basic Cyber Threats; Password Safety; Digital Privacy; Online Scams and Fraud; Cyber Ethics.	6
V	Digital Applications in Business: Introduction to E-Commerce; Digital Payment Systems; Online Shopping; Basic Digital Marketing; Mobile Business Applications; Future Trends in Digital Business.	6
	Total	30

S. No.	Text Book
1	Gaskin, Shelley, Alicia Vargas, and Nancy Graviett. <i>GO! with Microsoft Office 365</i> . Pearson Education.
2	Sinha, P. K., and Priti Sinha. <i>Computer Fundamentals</i> . BPB Publications, New Delhi.
3	Rajaraman, V. <i>Fundamentals of Computers</i> . PHI Learning Pvt. Ltd., New Delhi.
4	Laudon, Kenneth C., and Carol Guercio Traver. <i>E-Commerce: Business, Technology, Society</i> . Pearson Education.
5	Kumar, Sanjiv. <i>Digital Literacy: Concepts and Applications</i> . Oxford University Press, New Delhi.

S. No.	Reference Book
1	Turban, Efraim, et al. <i>Information Technology for Management</i> . Wiley India.
2	Laudon, Kenneth C., and Jane P. Laudon. <i>Management Information Systems: Managing the Digital Firm</i> . Pearson Education.
3	Stallings, William. <i>Effective Cybersecurity: A Guide to Using Best Practices and Standards</i> . Addison-Wesley.
4	Chaffey, Dave. <i>Digital Business and E-Commerce Management</i> . Pearson Education.
5	Russell, Stuart, and Peter Norvig. <i>Artificial Intelligence: A Modern Approach</i> . Pearson Education.

S. No.	Web Resource
1	https://support.microsoft.com/training
2	https://learndigital.withgoogle.com/digitalgarage
3	https://www.ncsc.gov.uk/section/information-for/individuals-families
4	https://safety.google
5	https://www.investopedia.com/e-commerce-4689749

MAPPING OF COURSE OUTCOMES WITH PROGRAMME OUTCOMES (POs)

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	3	2	2	2	2	1
CO2	3	3	3	2	3	2	2	2	2	1
CO3	3	3	3	3	3	2	2	3	2	2
CO4	3	3	2	2	3	2	3	3	2	2
CO5	3	3	2	2	3	3	2	3	3	3
Weightage	15	14	12	10	15	11	11	13	11	9
Weighted Percentage of Course Contribution to POs	3.0	2.8	2.4	2.0	3.0	2.2	2.2	2.6	2.2	1.8

Mapping Scale

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation

MAPPING OF COURSE OUTCOMES WITH PROGRAMME SPECIFIC OUTCOMES (PSOs)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	2
CO2	3	3	2	3	2
CO3	3	3	3	3	2
CO4	3	3	3	3	2
CO5	3	3	3	3	3
Weightage	15	14	13	15	11
Weighted Percentage of Course Contribution to PSOs	3.0	2.8	2.6	3.0	2.2

Mapping Scale

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation

FIRST YEAR – SEMESTER I

FOUNDATION COURSE - FUNDAMENTALS OF BUSINESS STUDIES

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
BBA FC01	Managerial Communication	Foundation Course (FC)	2	–	–	–	2	2	25	75	100

Learning Objectives (LOs)

The course aims to:

1. To develop effective oral, written, and interpersonal communication skills required in managerial and professional environments.
2. To familiarize students with business correspondence, report writing, and documentation used in organizations.
3. To enhance presentation, interview, group discussion, and professional etiquette skills for career development.
4. To provide practical knowledge of modern digital communication tools and professional networking platforms.
5. To cultivate ethical, confident, and professional communication practices for effective managerial decision-making and organizational success.

Course Outcomes

Upon successful completion of the course, students will be able to:

CO No.	Course Outcomes	BT Level
CO1	Explain the principles, methods, barriers, and etiquette of effective managerial communication.	K2
CO2	Prepare business letters and professional correspondence for various organizational situations.	K3
CO3	Demonstrate effective interview, group discussion, presentation, and interpersonal communication skills.	K3
CO4	Analyze and prepare business reports, agendas, minutes of meetings, and professional resumes.	K4
CO5	Evaluate and apply modern digital communication tools and professional networking platforms in business environments.	K5

Bloom's Taxonomy Levels

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

Course Content

Unit	Details	No. of Hours
I	Introduction to Managerial Communication: Definition, Meaning and Importance of Communication; Methods and Types of Communication; Principles of Effective Communication; Barriers to Communication; Communication Etiquette.	6

II	Business Correspondence: Business Letter – Layout and Essentials; Types of Business Letters – Application, Offer, Acceptance/Acknowledgement and Promotion Letters; Business Development Letters – Enquiry, Reply, Order, Sales, Circulars and Grievance Letters.	6
III	Professional Communication Skills: Interviews – Direct, Telephonic and Virtual; Group Discussion Techniques; Presentation Skills; Body Language and Professional Etiquette.	6
IV	Business Reports and Documentation: Report Writing; Agenda; Minutes of Meeting; Resume and Curriculum Vitae Preparation.	6
V	Modern Communication Tools: Podcasts; Email Communication; Virtual Meetings; Business Websites and Their Applications; Social Media for Business; Professional Networking Platforms.	6
	Total	30

S. No.	Text Book
1	Mohan, Krishna, and Meera Banerji. <i>Developing Communication Skills</i> . 2nd ed., Macmillan India Ltd., New Delhi.
2	Nawal, Mallika. <i>Business Communication</i> . Cengage Learning India Pvt. Ltd., New Delhi.
3	Bovee, Courtland L., John V. Thill, and Barbara E. Schatzman. <i>Business Communication Today</i> . Pearson Education, New Delhi.
4	Brown, Michael. <i>Making Presentations Happen</i> . Allen & Unwin, Australia.
5	Sundar, K. A. <i>Business Communication</i> . Vijay Nicole Imprints Pvt. Ltd., Chennai.

S. No.	Reference Book
1	Pal, Rajendra, and J. S. Korlahalli. <i>Essentials of Business Communication</i> . Sultan Chand & Sons, New Delhi.
2	Gupta, C. B. <i>Basic Business Communication</i> . Sultan Chand & Sons, New Delhi.
3	Sharma, R. C., and Krishna Mohan. <i>Business Correspondence and Report Writing</i> . McGraw Hill Education (India), New Delhi.
4	Gallagher, Kevin. <i>Skills Development for Business and Management Students</i> . Oxford University Press, New Delhi.
5	Bhatia, R. C. <i>Business Communication</i> . Ane Books Pvt. Ltd., New Delhi.

S. No.	Web Resource
1	https://www.managementstudyguide.com/business_communication.htm
2	https://www.oercommons.org/curated-collections/469
3	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/
4	https://open.umn.edu/opentextbooks/textbooks/8
5	https://businessjargons.com/business-communication.html

MAPPING OF COURSE OUTCOMES WITH PROGRAMME OUTCOMES (POs)

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	3	2	2	1	2	1	2	1
CO2	2	2	3	2	2	1	2	2	2	1
CO3	2	3	3	3	2	2	2	2	2	2
CO4	2	3	3	2	2	1	2	2	2	1
CO5	2	2	3	2	3	2	2	2	3	2
Weightage	10	12	15	11	11	7	10	9	11	7
Weighted Percentage of Course Contribution to POs	2.0	2.4	3.0	2.2	2.2	1.4	2.0	1.8	2.2	1.4

Mapping Scale

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation

MAPPING OF COURSE OUTCOMES WITH PROGRAMME SPECIFIC OUTCOMES (PSOs)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	3	2
CO2	3	2	1	3	2
CO3	3	3	2	3	2
CO4	3	2	2	3	2
CO5	3	2	2	3	3
Weightage	15	11	8	15	11
Weighted Percentage of Course Contribution to PSOs	3.0	2.2	1.6	3.0	2.2

Mapping Scale

3 – Strong Correlation, 2 – Moderate Correlation, 1 – Low Correlation