



**University of Rajasthan
Jaipur**

SYLLABUS

(Three/Four Year Under Graduate Programme in BBA)

**I & II Semester
Examination-2023-24**

As per NEP - 2020

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SEMESTER-I

| Course Code | Level | Course Title | Course Type | Total Hours | L | T | P | Total Credit | EoSE Marks | Conti. Assess. Marks | Total Marks | |
|--------------------|-------|-------------------------------|-------------------|---------------------|---|---|---|--------------|------------|----------------------|-------------|--|
| UG0201—BBA-51T-101 | 5 | Legal aspects of Business | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 | |
| UG0201—BBA-51T-102 | 5 | Business Communication Skills | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 | |
| UG0201—BBA-51T-103 | 5 | Fundamental of Accounting | DCC (Major/Minor) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 | |
| | | Language-Hindi | AEC | 60 | 4 | 0 | 0 | 4 | | | | |
| | | | SEC | 30 | 2 | 0 | 0 | 2 | | | | |
| | | | VAC | 30 | | | | 2 | | | | |
| | | | | Total Credit | | | | 26 | | | | |

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SEMESTER-II

| Course Code | Level | Course Title | Course Type | Total Hours | L | T | P | Total Credit | EoSE Marks | Conti. Assess. Marks | Total Marks |
|--------------------|-------|-------------------------|-------------------|---------------------|---|---|---|--------------|------------|----------------------|-------------|
| UG0201—BBA-52T-104 | 5 | Business and Management | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-52T-105 | 5 | Strategic Management | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-52T-106 | 5 | Business Economics | DCC (Major/Minor) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| | | Language-English | AEC | 60 | 4 | 0 | 0 | 4 | | | |
| | | | SEC | 30 | 2 | 0 | 0 | 2 | | | |
| | | | VAC | 30 | | | | 2 | | | |
| | | | | Total Credit | | | | 26 | | | |

Credits offered for 1-year certificate: Year I Internship Total credits

$$52 \quad 4 \quad = 56$$


For exit after 1st year, minimum credit requirement is 48 from the course and 4 credits from the internship, hence the certificate is @52 credits. After 1st year Internship is mandatory for exiting at this stage.

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SEMESTER-III

| Course Code | Level | Course Title | Course Type | Total Hours | L | T | P | Total Credit | EoSE Marks | Conti. Assess. Marks | Total Marks | |
|-----------------|-------|---|---------------------|-------------|---|---|---|--------------|------------|----------------------|-------------|--|
| UG0201—BBA-63T- | 6 | Fundamentals of Company Law | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 | |
| UG0201—BBA-63T- | 6 | Entrepreneurship and Small Business Management | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 | |
| UG0201—BBA-63T- | 6 | International Business | DCC (Major/Minor) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 | |
| UG0201—BBA-63T- | 6 | 1. Financial Management 2. Fundamentals of Computers 3. Fundamentals of Banking | MDEC | 60 | 4 | 0 | 0 | 4 | 80 | 20 | 100 | |
| | | | SEC | 30 | 2 | 0 | 0 | 2 | | | | |
| | | | VAC | 30 | | | | 2 | | | | |
| | | | Total Credit | | | | | | 26 | | | |

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SEMESTER-IV

| Course Code | Level | Course Title | Course Type | Total Hours | L | T | P | Total Credit | EoSE Marks | Conti. Assess. Marks | Total Marks |
|-----------------|-------|---|---------------------|-------------|---|---|---|--------------|------------|----------------------|-------------|
| UG0201—BBA-64T- | 6 | Marketing Management | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-64T- | 6 | Human Resource Management | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-64T- | 6 | Tourism Marketing | DCC (Major/Minor) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-64T- | 6 | 1. Business Statistics 2. E-Commerce 3. Personal Finance (Choose any one from MDEC Papers) | MDEC | 60 | 4 | 0 | 0 | 4 | 80 | 20 | 100 |
| | | | SEC | 30 | 2 | 0 | 0 | 2 | | | |
| | | | VAC | 30 | | | | 2 | | | |
| | | | Total Credit | | | | | 26 | | | |

Duration of internship: 120 hours or 3 weeks (4 Credits)

Credits offered for a two-year diploma:

Year I Year II Internship Total Credits

52 52 4 = 108

For exit after IInd year, the minimum credit requirement is 96 from the course and 4 credits from the internship, hence the UG Diploma @100credits.

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SEMESTER-V

| Course Code | Level | Course Title | Course Type | Total Hours | L | T | P | Total Credit | EoSE Marks | Conti. Assess. Marks | Total Marks |
|---------------------|-------|---|-------------------|-------------|---|---|---|--------------|------------|----------------------|-------------|
| UG0201—BBA-75T- | 7 | Human Resource Development | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-75T- | 7 | Advertising and sales Promotion | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-75T- | 7 | Services Marketing | DCC (Major/Minor) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-75T- | 7 | 1. Business Budgeting 2. Management Information System 3. Quantitative Techniques for Management (Choose any one from MDEC Papers) | MDEC | 60 | 4 | 0 | 0 | 4 | 80 | 20 | 100 |
| Total Credit | | | | | | | | 22 | | | |

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SEMESTER-VI

| Course Code | Level | Course Title | Course Type | Total Hours | L | T | P | Total Credit | EoSE Marks | Conti. Assess. Marks | Total Marks |
|-----------------|-------|---|-------------------|-------------|---|---|---|---------------------|------------|----------------------|-------------|
| UG0201—BBA-76T- | 7 | Organizational Behaviour | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-76T- | 7 | Research Methods in Business Management | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-76T- | 7 | Project Report & Viva-Voce | DCC (Major/Minor) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| | | | SEC | | | | | 2 | | | |
| | | | | | | | | Total Credit | 20 | | |

Credits offered for a 3-year UG degree:

| | | | | |
|--------|---------|----------|------------|---------------|
| Year I | Year II | Year III | internship | total credits |
| 52 | 52 | 42 | 4 | = 150 |

For exit after IIIrd year, minimum credit requirement is 146 from the course and 4 credits from the internship, hence 3 years UG Degree @140 credits.

Minimum seats to be filled for running the course: 15

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SEMESTER-VII

| Course Code | Level | Course Title | Course Type | Total Hours | L | T | P | Total Credit | EoSE Marks | Conti. Assess. Marks | Total Marks |
|-----------------|-------|--|-------------------|-------------|---|---|---|---------------------|------------|----------------------|-------------|
| UG0201—BBA-87T- | 8 | Consumer Behaviour and Marketing Research | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-87T- | 8 | Compensation Management | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-87T- | 8 | Leadership Skills and Change Management | DCC (Major/Minor) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-87T- | 8 | 1. Financial Institutions and Markets | MSDEC | | 4 | 0 | 0 | 4 | 80 | 20 | 100 |
| UG0201—BBA-87T- | | 2. Indian Ethos and Leadership | | | | | | | | | |
| UG0201—BBA-87T- | | 3. Moneretary Economics (Choose any one from MSDEC Papers) | | | | | | | | | |
| UG0201—BBA-87T- | 8 | 1. Cost Accounting | MSDEC | | 4 | 0 | 0 | 4 | 80 | 20 | 100 |
| UG0201—BBA-87T- | | 2. Insurance and Risk Management | | | | | | | | | |
| UG0201—BBA-87T- | | 3. Fundamental of Investment (Choose any one from MSDEC- Papers) | | | | | | | | | |
| | | | | | | | | Total Credit | 20 | | |

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SEMESTER-VIII

| Course Code | Level | Course Title | Course Type | Total Hours | L | T | P | Total Credit | EoSE Marks | Conti. Assess. Marks | Total Marks |
|-----------------|-------|--|-------------------|---------------------|---|---|---|--------------|------------|----------------------|-------------|
| UG0201—BBA-88T- | 8 | Production and Material Management | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-88T- | 8 | Industrial Management | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-88T- | 8 | Export Marketing | DCC (Major/Minor) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-88T- | 8 | 1. Management Accounting | MSDEC | | 4 | 0 | 0 | 4 | 80 | 20 | 100 |
| UG0201—BBA-88T- | | 2. Fundamentals of Retail Management | | | | | | | | | |
| UG0201—BBA-88T- | | 3. Research Ethics and Methodology (Choose any one from MSDEC Papers) | | | | | | | | | |
| UG0201—BBA-88T- | 8 | 1. Project Management | MSDEC | | 2 | 0 | 0 | 2 | 80 | 20 | 100 |
| UG0201—BBA-88T- | | 2. Indian Management Thought & Thinkers | | | | | | | | | |
| UG0201—BBA-88T- | | 3. Digital and Social Media Marketing (Choose any one from MSDEC- Papers) | | | | | | | | | |
| | | | | Total Credit | | | | 20 | | | |

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Credits offered for 4-year UG degree honours:

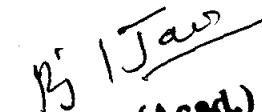
| Year I | Year II | Year III | Year IV | internship | total credits |
|--------|---------|----------|---------|------------|---------------|
| 52 | 52 | 42 | 50 | 4 | = 200 |

For a 4-year UG degree Honours minimum credit requirement is 196 from the course and 4 from the internship, for hence 4-year UG degree Honours @200 credits.

Students who score 75% or more in 3 year UG degree will be eligible for the 4th year of the 4-year UG “honours with research” programme. Minimum seats to be filled for running the course: 15

SEMESTER-VII

| Course Code | Level | Course Title | Course Type | Total Hours | L | T | P | Total Credit | EoSE Marks | Conti. Assess. Marks | Total Marks |
|---------------------|-------|--|-------------------|-------------|---|---|---|--------------|------------|----------------------|-------------|
| UG0201—BBA-87T- | 8 | International Marketing Research | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-87T- | 8 | Sustainability & Corporate Social Responsibility | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-87T- | 8 | Strategic Human Resource Management | DCC (Major/Minor) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| Total Credit | | | | | | | | 18 | | | |


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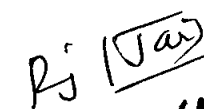
SEMESTER-VIII

| Course Code | Level | Course Title | Course Type | Total Hours | L | T | P | Total Credit | EoSE Marks | Conti. Assess. Marks | Total Marks |
|-----------------|-------|---|-------------------|---------------------|----------------|---|---|--------------|------------|----------------------|-------------|
| UG0201—BBA-88T- | 8 | Global Business Environment | DCC (Major) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-88T- | 8 | Synopsis Preparation and Report Writing | DCC (Major/Minor) | 90 | 4 | 2 | 0 | 6 | 120 | 30 | 150 |
| UG0201—BBA-88T- | 8 | Operation Research and Risk Analysis | | | 4 | 2 | 0 | 6 | | | |
| UG0201—BBA-88T- | 8 | Research Ethics and Methodology | RAEC | 180 | 4 | 2 | 0 | 2 | | | 300 |
| | | | | Total Credit | | | | 20 | | | |
| UG0201—BBA-88T- | | Dissertation/ Thesis and Viva-Voce | RAEC | | 12 hours/ week | | | 12 | | | |

Credits offered for 4-year UG degree "honours with research":

| | | | | | |
|--------|---------|----------|---------|------------|---------------|
| Year I | Year II | Year III | Year IV | internship | total credits |
| 52 | 52 | 42 | 50 | 4 | = 200 |

For 4 year UG degree "honours with research" the minimum credit requirement is 196 from the course and 4 from the internship, hence 4 year UG degree "honours with research" @200 credits.


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Course Code : UG0201—BBA-51T-101
Name of Course : Legal Aspects of Business
Semester : I

| Level | Course Credits | No. Of Hours per Week | Total No. of Teaching Hours |
|-------|----------------|-----------------------|-----------------------------|
| 5 | 6 Credits | 6 Hours | 90 Hours |

OBJECTIVES:

1. To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters.
2. To understand the applications of these laws to practical commercial situations.

LEARNING OUTCOME OF THE COURSE

1. Know rights and duties under various legal Acts.
2. Understand consequences of applicability of various laws on business situations.
3. Develop critical thinking through the use of law cases.

SYLLABUS

Unit I

Law of contract: Nature of contract, Classifications, Offer and Acceptance, Capacity to contract, Free Consent, Consideration, Legality of object, Agreement declared void, Performance of Contract, Discharge of Contract, Remedies for breach of contract.

Unit-II

Special Contracts: Indemnity and Guarantee, Bailment and Pledge, Agency.

Unit-III

Sale of Goods Act: Formation of Contract of sale, Goods and their classification, price conditions & warranties, Passing of property in goods, Performance of contract of sale, Unpaid seller, sale by auction.

Unit-IV

The Limited Liability Partnership Act, 2008: Salient Features and Nature of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Incorporation Document, Incorporation by Registration, Registered office of LLP and change therein, Change and Rectification of name of LLP, Partners and Designated Partners, Partners and their Relations, Extent and limitation of liability of LLP and Partners, Whistle blowing, Conversion into LLP.

Books Recommended:

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- Kuchal, M.C. and Kuchhal Vivek : Business Laws, Vikas Publishing House, Noida (UP).
- Singh, Avtar : The Principles of Mercantile Law, Eastern Book Company, Lucknow
- Desai, T.R. : Contract Act, Sale of Goods Act and Partnership Accounts, S.C. Sarkar & Sons Pvt. Ltd., Kolkata
- Kapoor, N.D. : Business Law , Sultan Chand & Sons, New Delhi
- Tulsian P.C., Tulsian Bharat, Tulsian Tushar: Business Laws, S.Chand Publishing.
- Chandra, P.R. : Business Law, Galgotia, New Delhi
- The Indian Contract Act, 1872- Bare Act.
- The Sale of Goods Act, 1930- Bare Act.

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Course Code : UG0201—BBA-51T-102
Name of Course : Business Communication Skills
Semester : I

| Level | Course Credits | No. Of Hours per Week | Total No. of Teaching Hours |
|-------|----------------|-----------------------|-----------------------------|
| 5 | 6 Credits | 6 Hours | 90 Hours |

OBJECTIVES:

1. To give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favourable outside the firm environment, as well as an effective internal communications program.
- 2- To understand the various types of business communication media are covered.
- 3-This course also develops an awareness of the importance of succinct written expression to modern business communication. Objectives for Business Communication:

LEARNING OUTCOME OF THE COURSE

1. Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction,
2. Write effective and concise letters and memos,
3. Prepare informal and formal reports, Proofread and edit copies of business correspondence.
4. Plan successfully for and participate in meetings and conduct proper techniques in telephone usage, Use e-mail effectively and efficiently,
5. Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and utilize electronic presentation software.

SYLLABUS

Unit I

Introduction: Concept, objectives and importance of Business Communication, Principles of effective Communication, Types of Communication. Media of Communication: Written, oral, face to face, Visual, audio-visual, modern media-telex, fax, Tele Conferencing. E-mail media, Non-verbal communication, Kinesics Effects, Comprehension of reality.

Unit II

Barriers to Communication: Wrong choice of Media, Physical barriers, Semantic barriers, Different Comprehension of reality. Socio-Psychological barriers.

Unit III

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Business Letters: Layout, kinds of business letter - Interview, Appointment. Acknowledgement, Promotion, Inquiries, Replies, Orders. Sales. Circular, Complaints.

Unit IV

Practical Aspects of Business Communication: Report Writing, Public Speaking, Seminar, Presentation, Interview, Group Discussion, Effective Listening.

Recommended Books:

1. Business Communication- K.K. Sina, Galgotia Publishers Cooperative. New Delhi.
2. Media and Communication Management - C.S. Rayudu, Himalaya Publishing House, Bombay.
3. **Essentials of Business** Communication, **Rajendra Pal** and **J.S. Korlhali-Sultan Chand & Sons**, New Delhi.
4. **Business Communication** (Principles, Methods and Techniques) **Nirmal Singh**- Deep & Deep Publication Pvt.Ltd., New Delhi.
5. Business Correspondence and Report Writing - R.C. **Sharma**, Krishna Mohan- **Tata Mc Graw-Hill Publishing** Company Ltd., New Delhi.
6. Business Communication-M. Balasubrahmanyam- Vani Education Books.
7. Business Communication- **H.S.Pandey** and Nilima Pareek (RBD Jaipur.)

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Course Code : UG0201—BBA-51T-103
Name of Course : Fundamental of Accounting
Semester : I

| Level | Course Credits | No. Of Hours per Week | Total No. of Teaching Hours |
|-------|----------------|-----------------------|-----------------------------|
| 5 | 6 Credits | 6 Hours | 90 Hours |

Objectives of the Course:

1. To impart Conceptual Knowledge of Accounting.
2. To provide knowledge and understanding of financial statements of a business.
3. To prepare profit and loss account and balance sheet.

SYLLABUS

UNIT I

Meaning and definition of Accounting and Book Keeping, Accounting Process, Objective, Users, Limitations and Basic Terminology of Accounting. Accounting Concepts, Conventions and Equation. Generally Accepted Accounting Principles. Indian Accounting standards and IFRS.

UNIT II

Accounting equations, Types of accounts, Rules of Debit and Credit. Recording transactions in Journal and Subsidiary books: Purchase Book, Purchase Return Book, Sales Book, Sales Return Book and Cash Book. Preparation of Ledger Accounts. Preparation of Trial Balance.

UNIT III

Depreciation Accounting: meaning, features, need and methods of Charging Depreciation, Provisions and Reserves, Difference between Provisions and Reserves. Bank Reconciliation Statement: Need and Preparation of Bank Reconciliation Statement. Errors and their Rectification.

UNIT IV

Preparation of Financial Statements: Preparing Trading Account, Profit and Loss Account and Balance Sheet with adjustments for a Sole Proprietor. Preparation of Accounts of Non-Profit Organization: Preparing Receipt and Payment Account, Income and Expenditure Account and Balance Sheet.

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Course Learning Outcomes:

1. Understanding of the Basic Concepts and Process of Accounting.
2. Ability to Prepare Journal, Subsidiary Books, Ledger and Trial Balance of a Business.
3. Ability to Prepare Trading, Profit and Loss Account and Balance Sheet.

Suggested Books and References:

1. Sharma, Shah, Mangal, Agarwal: Financial Accounting, RBD, Jaipur.
2. Jain, Khandelwal, Pareek, Dave: Financial Accounting, Ajmera Book Company, Jaipur.
3. Agrawal, Sharma, Purohit, Sharma: Financial Accounting, Shivam Book House, Jaipur.
4. Tulsian: Financial Accounting: Sultan Chand & Sons, New Delhi.
5. Maheshwari S.N.: Financial Accounting, Vikas Publishing House Pvt. Ltd, New Delhi.
6. Monga J.R.: Financial Accounting, Mayur Paper Book, New Delhi.

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Course Code : UG0201—BBA-52T-104
Name of Course : Business and Management
Semester : II

| Level | Course Credits | No. Of Hours per Week | Total No. of Teaching Hours |
|-------|----------------|-----------------------|-----------------------------|
| 5 | 6 Credits | 6 Hours | 90 Hours |

OBJECTIVES:

1. To make the students aware of the universality of management and need for formal management education.
2. To enable them to appreciate the evolutionary process of management thought.
3. To introduce them to the various managerial functions and the principles behind practicing them.
4. To acquaint the students with the recent changes in the field of management.

LEARNING OUTCOME OF THE COURSE:

1. Acknowledge the need for formal management education.
2. Acquire skills for becoming effective managers.
3. Acquire ability to apply basic business management principles to solve business and industry related problems.
4. Practice management principles wherever possible and utilize the available resources more productively.

SYLLABUS

Unit I

Business & Management: Features and scope of Business. Elementary knowledge of Trade, Industry and Commerce, Types of Industries, Forms of ownership- Sole trading, Partnership, Company, Cooperatives, Joint sector, Public Enterprises.

Unit-II

Concept of management, Nature and scope of management. Management Functions, An Overview of Functional Areas of Management, Development of Management Thoughts - Classical, Neo-Classical and Contingency Approaches. Principles of Management, Planning: Nature and components of planning. Types of Plans, Process of planning, Effective planning

Unit-III

Decision-making: Process and Techniques of decision-making. Management by Objectives (MBO); Organization: Definition, Principles of organisation, Forms of structure, Formal and informal Organization, Delegation of authority. Coordination: Principles and Techniques of coordination, Effective coordination

Unit-IV

Direction; Meaning & Principles Leadership: Function and Theories of Leadership, Leadership Styles. Motivation: Human needs, Techniques of motivation, Sound motivation system, Theories of motivation (suggested by Maslow, Herzberg, McGregor, and Victor Vroom) Managerial Control: Nature and process of control, Techniques of control elementary knowledge only. Effective control system

Books recommended:

Vijay Kumar Kaul: Business Management, Vikas Publishing House, Noida (UP).

Koontz and Weinrich--Essentials of Management (Tata McGraw Hill Co.)

Newman, Warren & McGill-The process of management (Prentice-Hill of India Pvt, Ltd,)

Terry and Franklin --Principles of Management (All India Travellers Booksellers)

Joseph.L Massie-Essentials of management (Prentice Hall of India)

Stoner, Freeman and Gilbert- -Management (Prentic Hall of India)

Robert N. Lussier-M, Lussier--Management Fundamentals (South-Western college Publishing)

Dr B.S. Mathur-Principles of Management (National Publishing House, Chaura Rasta, Jaipur)

M.J. Mathew-Business Management(Sheelsons, Jaipur) G.S. Sudha--Business Management (RBSA, Jaipur)

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Course Code : UG0201—BBA-52T-105
 Name of Course : Strategic Management
 Semester : II

| Level | Course Credits | No. Of Hours per Week | Total No. of Teaching Hours |
|-------|----------------|-----------------------|-----------------------------|
| 5 | 6 Credits | 6 Hours | 90 Hours |

OBJECTIVES:

1. To integrate and apply learning to strategic decision making in organizations.
2. To explore an organization's vision, mission, examine principles, techniques and models of organizational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership.

Learning Outcomes of the course:

1. Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.
2. Explain the basic concepts, principles and practices associated with strategy formulation and implementation.
3. Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.
4. Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.

Syllabus

UNIT I

Introduction: Meaning of Strategic: Management, Role of Strategic Management, Process of S.M, Limitations of SM, Organizational Mission, Vision, Objectives and Goals.

UNIT II

Environmental Scanning: Appraisal of External Environment, Dynamics of Internal Environment, Organizational Capabilities and Appraisal, Core Competence.

UNIT III

Strategy Formulation: Corporate Level Strategy, Business Level Strategy, Functional Level Strategy.
 Strategy Implementation: Aspects of Strategy Implementation, Procedural Implementation, Resource Allocation, Organizational Design and Change, Corporate Culture.

UNIT IV

Strategic Evaluation and Control: Meaning of Strategic Evaluation and Control, Criteria and Techniques of Strategic valuation and Control.

Books Recommended:

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1. David, F.R. (1997), Cases in Strategic Management, New Jersey : Prentice Hall.
2. Prasad, L.M. (1995), Business Policy & Strategy, New Delhi : Sultan Chand & Sons.
3. Jauch, L.R. & Glueck, W.F. Business Policy and Strategic Management, McGraw- Hill.
4. Ramaswamy, V.S. & Namakumari, S., Strategic Planning Formulative of Corporate Strategy, Delhi: Macmillan India.
Wain
- 5 Azhar Kazmi: Strategic Management.

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Course Code : UG0201—BBA-52T-106
Name of Course : Business Economics
Semester : II

| Level | Course Credits | No. Of Hours per Week | Total No. of Teaching Hours |
|-------|----------------|-----------------------|-----------------------------|
| 5 | 6 Credits | 6 Hours | 90 Hours |

OBJECTIVES:

1. The objective of this course is to acquaint the students with concepts and techniques used in Micro & Macro Economic theory and to enable them to apply this knowledge in Business decision-making.
2. Business economics also aims to help students understand the broader economic environment in which businesses operate, including the macroeconomic factors that affect the overall performance of the economy.

SYLLABUS

UNIT -I

Business Economics- Meaning, Nature and Scope, Role of Business Economist in Business.

Central problems of the economy. Micro Economics & Macro Economics: Concept& Scope. Role of Micro and Macro Economic Analysis in Formulation of Business Decisions, Difference and Interdependence of Micro and Macro Economic Analysis.

Utility Analysis: Cardinal and Ordinal Approaches, Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility, Consumer's Surplus.

UNIT-II

Indifference Curve-Meaning, Characteristics, Consumer's Equilibrium, Income Effect, Price Effect and Substitution Effect.

Demand Analysis, Law of Demand, Elasticity of demand and its measurement and significance.

Supply and Law of Supply, Elasticity of supply.

Demand Forecasting.

Revenue and Cost Analysis: Revenue Analysis, Relationship between Total Revenue, Marginal Revenue and Average Revenue,

Various concepts of cost, short and long run cost curves.

UNIT-III

Production Function – Types of Production functions, Laws of Returns, Law of Variable Proportions, Returns to scale, Isoquant curves, Expansion path.

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General Theory of Price Determination. Role of Time Element in Price Determination.
Market Analysis: Price and Output determination under Perfect Competition, Monopoly, Discriminating Monopoly, Imperfect Competition and Oligopoly: Price Leadership and Kinked Demand Curve.

Unit-IV

Business Cycles-Theories and Phases.

Factor Pricing: Determination of Rent, Wages, Interest and Profit.

Marginal Productivity theory of Distribution.

National Income and its measurement, National Income and Its relationship with Economic welfare.

Suggested Readings:

1. D.M. Mithani: Fundamentals of business and managerial economics, Himalaya Publishing House.
2. Mote and Paul and Gupta: Managerial Economics, TATA McGraw Hill, New Delhi.
3. Ahuja, H.L.: Managerial Economics, S. Chand & Company Ltd., New Delhi.
4. B.P. Gupta: VyavsayikArthashastra (Hindi), Malik and Company, Jaipur.
5. Agarwal and Agarwal: VyavsayikArthashastra, (Hindi) Ramesh Book Depot., Jaipur.
6. M. D. Agarwal and Som Deo: Business Economics, Ramesh Book Depot, Jaipur.
7. Dwivedi D. N., Managerial Economics, Vikas Publications, Delhi.

LEARNING OUTCOME OF THE COURSE:

1. Business economics courses should encourage students to develop critical thinking skills, including the ability to evaluate economic arguments and theories, identify biases, and make well-reasoned judgments.
2. Overall, the outcome of a course in business economics should be to equip students with the knowledge and skills necessary to make informed decisions in the complex and dynamic business environment. Graduates of business economics programs should be able to apply economic principles and analytical skills to solve business problems and make strategic decisions that contribute to the success of their organizations.

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