



॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grade

Fax : (02462) 215572

Academic-1 (BOS) Section

website: srtmun.ac.in

Phone: (02462)215542

E-mail: bos@srtmun.ac.in

वाणिज्य व व्यवस्थापन विद्याशाखे अंतर्गत राष्ट्रीय शैक्षणिक धोरण २०२० नुसार पदवी B.B.A.(Campus, Sub-campus, NMDC Hingoli) प्रथम वर्षाचे अभ्यासक्रम (Syllabus) शैक्षणिक वर्ष २०२५-२६ पासून लागू करण्याबाबत.

### प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, विद्यापीठा अंतर्गत येणा-या सर्व संलग्नित महाविद्यालयामध्ये शैक्षणिक वर्ष २०२५-२६ पासून पदवीस्तरावर राष्ट्रीय शैक्षणिक धोरण -२०२० लागू करण्याच्या दृष्टीकोनातून वाणिज्य व व्यवस्थापन विद्याशाखे अंतर्गत येणा-या अभ्यासमंडळांनी तयार केलेल्या पदवी प्रथम वर्षाच्या अभ्यासक्रमांना वाणिज्य व व्यवस्थापन विद्याशाखेच्या शिफारसीनुसार मा. विद्यापरिषदेने दि.२७ मे २०२५ रोजी संपन्न झालेल्या बैठकीतील विषय क्रमांक १९/६१-२०२५ च्या ठरावान्वये BBA I year (Campus, Sub-campus, NMDC Hingoli) अभ्यासक्रमास मान्यता प्रदान केली आहे. त्यानुसार सदर विषयांचे अभ्यासक्रम (Syllabus) लागू करण्यात येत आहे.

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या [www.srtmun.ac.in](http://www.srtmun.ac.in) या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

'ज्ञानतीर्थ' परिसर,  
विष्णुपुरी, नांदेड - ४३१ ६०६.  
जा.क्र.:शै-१/एनईपी/बीबीए/२०२५-२६/ 205  
दिनांक २०.०८.२०२५

  
सह-कुलपति  
शैक्षणिक (१-अभ्यासमंडळ) विभाग

- प्रत : १) मा. आधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा, प्रस्तुत विद्यापीठ.  
२) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.  
३) मा. प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.  
४) मा. संचालक, सर्व संकुले परिसर व उपपरिसर, प्रस्तुत विद्यापीठ  
५) मा. प्राचार्य, न्यू मॉडल डिग्री कॉलेज हिंगोली.  
६) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ. याना देवून कळविण्यात येते की, सदर परिपत्रक संकेतस्थळावर प्रसिध्द करण्यात यावे.

**SWAMI RAMANAND TEERTH  
MARATHWADA UNIVERSITY,  
NANDED**



**Curricular Framework for UG Degree in**

**Bachelor in Business Administration (BBA),  
Bachelor in Business Administration (Honours),  
&  
Bachelor in Business Administration (Honours  
with Research)**

**Under  
Faculty of Commerce & Management  
(Campus, Sub-Campus, Latur & New Model  
Degree College, Hingoli)**

**Effective from Academic year 2025 – 2026  
(As per NEP-2020)**

***From Desk of Dean, Faculty of Commerce and Management***

***From Dean's Desk:***

*To meet the challenge of ensuring excellence in Commerce and Management education, the issue of quality needs to be addressed, debated, and taken forward in a systematic manner. Accreditation is the principal means of quality assurance in higher education. The major emphasis of accreditation process is to measures the outcomes of the program that is being accredited. In line with this Faculty of Commerce and Management of SRTM University of Nanded has taken a lead in incorporating guidelines given by All India Council for Technical Education (AICTE).*

*Faculty of Commerce and Management, SRTM University, Nanded in one of its meetings unanimously accepted that, Model Curriculum prepared by Expert Committee constituted by the All-India Council for Technical Education (AICTE) for the Bachelor of Business Administration (BBA) and Bachelor of Management Studies (BMS) programs at the Undergraduate Level. In alignment with our continuous endeavor to enhance the quality of education in Our University, we embarked to implement the Model Curriculum for Bachelor of Business Administration (BBA). I am happy to state that, Board of studies has adhered to Model Curriculum constituted by the All-India Council for Technical Education (AICTE).*

*We are hopeful that this model curriculum will serve as a benchmark for management education in Our University and contribute significantly to the growth and development of the nation's future business leaders.*

***Prof. D. M. Khandare,***

***Dean,***

***Faculty of Commerce and Management,***

***Swami Ramanand Teerth Marathwada University, Nanded.***

### **Chairman's Desk.....**

*Education is the movement which brings the students, people, and the whole society from darkness to light. Education is a natural melodious and enlightened development of man's instinctive supremacies. Education is the dynamic process which activates the inbuilt traits and develops the child according to the needy situation and time. Commerce and Management education is the platform for any common man to conduct the various business activities smoothly and progressively. Commerce and Management education is basically that form of instruction which directly and indirectly prepares the businessman for his work. Commerce and Management education is a living discipline and is totally different from other disciplines. Hence it must charter new routes to service the aspirations of the nation.*

*A Commerce and Management UG program must therefore have a mission statement which is in conformity with program objectives and program outcomes that are expected of the educational process. The outcomes of a program must be measurable and must be assessed regularly through proper feedback for improvement of the Program. There must be a quality assurance process in place within the Institute to make use of the feedback for improvement of the Program. The curriculum must be constantly refined and updated to ensure that the defined objectives and outcomes are achieved. Students must be encouraged to comment on the objectives and outcomes and the role play individual courses in achieving them. In line with this Faculty of Commerce and Management in Swami Ramanand Teerth Marathwada University – Nanded, We the chairmen of Board of Studies in 01) Accounts and Applied Statistics 02) Business Economics 03) Business Studies 04) Commercial and Mercantile Law 05) Management Science and Business Administration (Including NGO) Swami Ramanand Teerth Marathwada University - Nanded, happy to state here that, Program Objectives were finalized in a meeting where more than 60 members from different Institutes were attended, who were either Heads or their representatives of all five Board of Studies.*

### **Programme Objectives:**

1. To develop a deep understanding of managerial economics principles and their application in analyzing business situations and making effective decisions
2. To equip students with quantitative techniques for business to solve complex problems, analyze data, and make informed business decisions.
3. To provide a comprehensive understanding of financial markets, including IPOs, stocks, bonds, and derivatives, as well as investment strategies and trading systems in India.
4. To foster an understanding of the dynamic international business environment, including global trade policies, cultural factors, and strategies for entering and operating in international markets.
5. To develop proficiency in accounting for managerial decisions, enabling students to interpret financial information, make strategic business decisions, and assess the financial performance of organizations.
6. To enhance students' knowledge of operation research techniques to optimize business processes, improve efficiency, and make data-driven decisions
7. To develop a sound understanding of mercantile law, including contract law, company law, and intellectual property rights, to ensure legal compliance and protect business interests.
8. To provide insights into corporate tax planning strategies and their impact on business operations, enabling students to navigate tax regulations and optimize tax liabilities.
9. To foster an understanding of organizational behavior, including individual and group dynamics, leadership, motivation, and communication, to enhance managerial effectiveness and promote a positive work culture.
10. To provide comprehensive foundation of research methodology, formulation of research problem, objectives, and hypothesis, techniques of data collection, analysis and interpretation along with research report writing skills.
11. To provide practical hands-on training to the students in the area of accounting, taxation, business management, financial management, marketing management, human resource management, insurance, banking, finance, etc.
12. To provide job opportunities in accounting, taxation, business management, insurance, banking, finance, etc.
13. To develop the skills and knowledge among the students required in the area of accounting, taxation, business management, financial management, marketing management, human resource management, insurance, banking, finance, etc.
14. To provide specialized knowledge of Marketing Management, Human Resource Management and Banking Procedure and Practice and to develop proficiency in Marketing Management, Human Resource Management and Banking Procedure and Practice.

### **Programme Outcomes:**

1. Students will be able to apply economic principles and theories to analyze and make effective managerial decisions.
2. Students will be acquainted utilize quantitative techniques and operations research methods to solve complex business problems.
3. Students will get proficiency in applying quantitative techniques for business, such as statistical analysis and mathematical modelling.
4. Students will understand the legal aspects of business, including mercantile law and its application in commercial transactions.
5. Students will be acquainted with utilization of accounting techniques for managerial decision-making and financial performance evaluation.
6. Students will capable to apply research methodology to design and conduct empirical studies in the field of commerce.
7. Students will understand the functioning of financial markets and investment strategies in a global context.
8. Students will be able to analyze the international business environment and its impact on organizations' strategies and operations.
9. Student will develop expertise in corporate tax planning and management to optimize tax liabilities.
10. Student will understand organizational behavior theories and apply them to enhance managerial effectiveness and promote a positive work culture.
11. It will be provided the practical hands-on training to the students in the area of accounting, taxation, business management, financial management, marketing management, human resource management, insurance, banking, finance, etc.
12. It will be provided the job opportunities to the students in accounting, taxation, business management, insurance, banking, finance, etc.
13. The skills and knowledge will be developed among the students which required in the area of accounting, taxation, business management, financial management, marketing management, human resource management, insurance, banking, finance, etc.
14. Student will develop proficiency in Marketing Management, Human Resource Management and Banking Procedure and Practice.

***Dr. C. K. Harnawale :- Chairman, BOS in Business Economics***

***Dr. P. T. Pawar :- Chairman, BOS in Business Studies***

***Dr. D. S. Yadav :- Chairman, BOS in Commercial and mercantile Law***

***Dr. M. S. Rode :- Chairman, BOS in Management Science and Business  
Administration (Including NGOs)***

***Dr. H.W.Kulkarni :- Chairman, BOS in Accounts and Applied Statistics***



**Swami Ramanand Teerth Marathwada University, Nanded**

**Faculty of Commerce and Management**

**Curricular Framework for  
Under Graduate Degree in  
Bachelor in Business Administration (BBA),  
Bachelor in Business Administration (Honours)  
&  
Bachelor in Business Administration (Honors with Research)**

**GENERAL COURSE STRUCTURE & THEME**

**A. Definition of Credit:**

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

**B. Course code and definitions:**

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

### Course Name:

Bachelor in Business Administration, Bachelor in Business Administration (Honours) and Bachelor in Business Administration (Honours with Research).

### Key features of the BBA Curriculum:

- 1. Flexible Duration and Structure:** The curriculum offers a flexible duration of three to four years, divided into 6 or 8 semesters, with multiple entry and exit points. This structure accommodates a broad range of student needs and learning paces, providing certificates and diplomas at various stages.
- 2. Comprehensive Credit Distribution:** The curriculum encompasses a total of 120 credits for the 3-year program and 160 credits for the 4-year (Honours and Honours with Research) programs. It includes a balanced mix of Humanities & Social Science Courses, Management Courses, Program Core and Elective Courses, Open Electives, and a significant emphasis on hands-on learning through Projects, Seminars, and Internships.
- 3. Innovative Course Structure:** The course structure introduces a rigorous Induction Program, mandatory visits/workshops, and expert lectures to foster a holistic educational experience. The model curriculum envisages connect of core subjects with NEP and its encompassing elements such as Holistic and Integrated Education, 21st Century Skills, Flexibility and Choice, Environmental Awareness, Value-Based Education, Emphasis on Innovation, Understanding Human Behavior, Empathy and Social Awareness. The fundamentals will provide the requisite robust grounding in management/business, the liberal arts subjects would help in furthering that grounding and also enable plug ability into international higher education systems (from exchange and dual degree perspectives) and the elements of sustainability, technology and behavioral sciences will ensure holistic development in synch with NEP.
- 4. Diverse Specializations and Practical Exposure:** Students will have the opportunity to specialize in emerging areas through Open Electives and gain practical experience through structured internships and project work. This practical exposure is designed to enhance employability and entrepreneurial capabilities.
- 5. Assessment and Grading:** A detailed and transparent assessment mechanism ensures that student's performances are evaluated fairly, focusing on continuous learning and improvement. The grading system is aligned with the quality and rigor expected in higher education.



**6. Research Orientation for Honours Students:** The BBA (Honours with Research) program offers a unique pathway for students interested in academic and research careers. With a focus on advanced data analysis, research methodology, and a dissertation, this track prepares students for challenges in academia and industry research roles. It will also give students an opportunity to pave their path to higher education in management and technical fields.

**Course Level/Duration/System:**

<b>a.</b>	<b>One Year</b>	Under Graduate Certificate in Business Administration
<b>b.</b>	<b>Two Years</b>	Under Graduate Diploma in Business Administration
<b>c.</b>	<b>Three Years</b>	Bachelor in Business Administration (BBA)
<b>d.</b>	<b>Four Years</b>	Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit.

The following option will be made available to the students joining BBA Research Program:

**Minimum eligibility criteria for opting the course in the fourth year will be as follows:**

- **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- **For BBA (Honours):** BBA Degree

**Note:** The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

**SEMESTER WISE CREDIT DISTRIBUTION OF BBA [BBA (HONOURS)  
& BBA (HONOURS WITH RESEARCH)] PROGRAM:**

Semester	Core Course	Ability Enhancement Courses	Multi-Disciplinary Elective Course	Value added Courses	Skills Enhancement Courses	Discipline Specific Elective	Total
I	12	4	2	2	-	-	<b>20</b>
II	12	2	2	2	2	-	<b>20</b>
III	12	-	2	2	4	-	<b>20</b>
IV	14	-	-	2	4	-	<b>20</b>
V	8	-	-	-	4	8	<b>20</b>
VI	6	-	-	-	6	8	<b>20</b>
<b>BBA (Honours)</b>							
VII	4	-	4	-	4	8	<b>20</b>
VIII	-	-	-	-	8	12	<b>20</b>
<b>BBA (Honours with Research)</b>							
VII	12	-	-	-	-	8	<b>20</b>
VIII	20	-	-	-	-	-	<b>20</b>

**Category- wise distribution\***

Description	Core Course	Ability Enhancement Courses	Multi-Disciplinary Elective Course	Value added Courses	Skills Enhancement Courses	Discipline Specific Elective	Total
<b>BBA</b>	64	6	6	8	20	16	<b>120</b>
<b>BBA (Honours)</b>	68	6	10	8	32	36	<b>160</b>
<b>BBA (Honours with Research)</b>	96	6	6	8	20	24	<b>160</b>

<b>3 Years BBA Program</b>	<b>Total Credits = 120</b>
<b>4 Years BBA (Honours) and BBA (Honours with Research)</b>	<b>Total Credits = 160</b>

**Note:** Students can take extra credit course from their own department or from other department as per the Admitting Body / University norms.

## **INDUCTION PROGRAM**

The Essence and Details of **Induction program** can also be understood from the ‘Detailed Guide on Student Induction program’, as available on AICTE Portal, (Link:<https://www.aicteindia.org/sites/default/files/Detailed%20Guide%20on%20Student%20Induction%20program.pdf>). For more, Refer

### **Appendix I.**

<b>Induction program (mandatory)</b>	<b>Three-week duration</b>
Induction program for students to be offered right at the start of the first year.	<ul style="list-style-type: none"><li>• Physical activity</li><li>• Creative Arts</li><li>• Universal Human Values</li><li>• Literary</li><li>• Proficiency Modules</li><li>• Lectures by Eminent People</li><li>• Visits to local Areas</li><li>• Familiarization to Dept./Branch &amp; Innovations</li></ul>

### **Mandatory Visits/ Workshop/Expert Lectures:**

- It is mandatory to arrange one industrial visit every semester for the students of each branch.
- It is mandatory to conduct a One-week workshop during the winter break after fifth semester on professional/ industry/ entrepreneurial orientation.
- It is mandatory to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

### **For Summer Internship / Projects / Seminar etc.**

- Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.  
**Note:** The internal assessment is based on the student’s performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

## **Mapping of Marks to Grades**

**Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:**

<b>Range of Marks</b>	<b>Assigned Grade</b>
91-100	A <sup>+</sup>
81-90	A
71-80	B <sup>+</sup>
61-70	B
51-60	C <sup>+</sup>
46-50	C
40-45	D
< 40	F (Fail due to less marks)
-	F <sup>R</sup> (Fail due to shortage of attendance and therefore, to repeat the course)

## Semester Wise Structure and Curriculum for UG Course in BBA

<b>BBA First Year (SEMESTER-I)</b>							
<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Teaching hours per week (L+T+P)</b>	<b>End of Semester Examination (ESE)</b>	<b>Continuous Assessment (CA)</b>	<b>Total Marks</b>	<b>Total Credits</b>
<b>3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)</b>							
1	CC101	Principles of Management	3+1+0	50	50	100	4
2	CC102	Management Accounting	3+1+0	50	50	100	4
3	CC103	Fundamentals of Business Statistics	3+1+0	50	50	100	4
4	AEC104	Business Communication	1+1+0	25	25	50	2
5	AEC105	General English	1+1+0	25	25	50	2
6	MDE106	Indian Knowledge System – Wellness	2+0+0	25	25	50	2
7	VAC107	Environmental Studies	2+0+0	25	25	50	2
8	AEC108	Additional Course- Indian or Foreign Language (Optional Course) * or SWAYAM/NPT EL	1+1+0	--	--	--	0*
<b>Total</b>				<b>250</b>	<b>250</b>	<b>500</b>	<b>20</b>

**Note:** ^Indian Knowledge System: Indian Culture and Civilization, Indian Vision for Human Society, Indian Town Planning and Architecture, Indian Mathematics and Astronomy, Indian Aesthetics, Indian Health, Wellness.

**\*Indian Languages:** Sanskrit/Hindi/All Regional Languages

**Foreign Languages:** Spanish/German/French/Korean/Mandarin (SWAYAM/NPTEL)

- All the papers would be of 100 Marks each, of which the End of Semester Examination for papers of 4 credits would be of 50 Marks and Papers of 2 Credits would be of 50 Marks each.
- University Exam time duration would be of 2 Hrs. (120 minutes) for 4 Credits Paper i.e., of 50 Marks. and for 2 Credits Papers (50 Marks) would be based on Continues Assessment.

**Continuous Assessment for Papers with 4 Credits shall be as follows:**

Sr. No	Particulars	Marks
1	Mid Semester Test – Three (two best out of three)	20 Marks
2	Assignment/Tutorials	10 Marks
3	Quizzes	10 Marks
4	Attendance and Class Performance	10 Marks
<b>Total</b>		<b>50 Marks</b>

**Continuous Assessment for Papers with 2 Credits shall be as follows:**

Sr. No	Particulars	Marks
1	Mid Semester Test – Three (two best out of three)	20 Marks
2	Assignment/Tutorials	05 Marks
<b>Total</b>		<b>25 Marks</b>

**Pattern of Question Paper (University Assessment) – 50 Marks Paper (4 Credits)**

1. Question paper will comprise of 6 questions, each carrying 10 marks. The students need to solve total 5 questions.
2. Question No.1 and 6 are compulsory carrying 10 Marks each.
3. Question No. 1 will be short answer (8 sub questions will be given out of that any 5 have to be answered each carrying 2 marks).
4. Question No. 6 will be based on case study or numerical based on entire syllabus.
5. All questions carry 10 marks each.
6. Question No. 2 to 5 will be descriptive or numerical questions. The candidate has to answer any 3 questions.
7. All questions carry equal marks. (Paper pattern for 4 credit courses will be as per CBCS pattern which does not have any sections).

**Sample Paper Pattern for 50 Marks Examination: -**

Q.1	Short Notes Based on Entire Syllabus / All Modules (Compulsory)	10 Marks
Q.2	Based on Entire Syllabus / All Modules	10 Marks
Q.3	Based on Entire Syllabus / All Modules	10 Marks
Q.4	Based on Entire Syllabus / All Modules	10 Marks
Q.5	Based on Entire Syllabus / All Modules	10 Marks
Q.6	Case Study / Numerical Based on Entire Syllabus / All Modules (Compulsory)	10 Marks

**Minimum Marks for Passing in for 50 Marks all Papers shall be:**

- a. End of Semester (ESE): 40% (20 Marks)
- b. Continuous Assessment (CA): 40% (20 Marks)

**Pattern of Question Paper (University Assessment) – 25 Marks Paper (2 Credits):**

1. Question paper will comprise of 4 questions.
2. Question No. 1 will be short answer (8 sub questions will be given out of that any 5 have to be answered each carrying 2 marks).
3. Question No. 4 will be based on Case study/Numerical based on entire syllabus carrying 5 marks.
4. Question No. 2 to 3 will be descriptive or numerical questions. The candidate has to answer any 1 question.

**Sample Paper Pattern for 50 Marks Examination: -**

Q.1	Short Notes Based on Entire Syllabus / All Modules (Compulsory)	10 Marks
Q.2	Based on Entire Syllabus / All Modules	10 Marks
Q.3	Based on Entire Syllabus / All Modules	10 Marks
Q.4	Case Study / Numerical Based on Entire Syllabus / All Modules (Compulsory)	05 Marks

**Minimum Marks for Passing in for 25 Marks Papers shall be:**

- a. End of Semester (ESE): 40% (10 Marks)
- b. Continuous Assessment (CA): 40% (10 Marks)

**Standards of Passing:**

1. The Passing rules of this program shall be as per the CBCS pattern of this university applicable from time to time.
2. The internal and external assessment will constitute separate heads of passing and they will show separately in the transcripts including seminar/presentation/field survey credits.
3. For each course with 4 credits the ratio of marks of (internal) Continuous Assessment (CA) in relation with (external) End Semester Examination (ESE) shall be as per CBCS pattern i.e., 50:50.
4. Marks in Continuous Assessment should be communicated to the University before commencement of semester end examination.
5. The End Semester Examination shall be based on the term end written examination to be held at the end of each semester for each course.

BBA First Year (SEMESTER-II)							
Sr. No	Course Code	Course Title	Teaching hours per week (L+T+P)	End of Semester Examination (ESE)	Continuous Assessment (CA)	Total Marks	Total Credits
1	CC201	Organization Behavior	3+1+0	50	50	100	4
2	CC202	Principles of Marketing Management	3+1+0	50	50	100	4
3	CC203	Managerial Economics	3+1+0	50	50	100	4
4	SEC204	Computer Application in Business	1+0+2	25	25	50	2
5	MDE205	Basics of Digital marketing	1+1+0	25	25	50	2
6	VAC206	Indian Constitution	2+0+0	25	25	50	2
7	AEC207	Business Communication II	1+1+0	25	25	50	2
8	AEC208	Additional Course- Indian or Foreign Language (Optional Course) * or SWAYAM/NPTEL	1+1+0	--	--	--	0*
<b>Total</b>				<b>250</b>	<b>250</b>	<b>500</b>	<b>20</b>

**Note: \*Indian Languages:** Sanskrit/Hindi/All Regional Language

**Foreign Languages:** Spanish/German/French/Korean/Mandarin (SWAYAM/NPTEL)

After First Year (Semester I & Semester II) students are advised to take Social Responsibility & Community Engagement- encompassing Community Engagement with an NGO in the Vacation Time. **An Under Graduate Certificate In Business Administration** will be awarded If a student wished to Exit at the end of First Year.

**Exit Criteria after First Year of BBA Programme:**

The students shall have an option to exit after 1st Year of Business Administration Program and will be awarded with a **UG Certificate in Business Administration**.

Students on exit have to compulsorily complete additional 04 credits either in a *Skill Based Subject or Work Based Vocational Course* offered during *Summer-Term or Internship/ Apprenticeship / Social Responsibility & Community Engagement-Encompassing Community Engagement with An NGO* after the second semester of minimum 08 weeks of duration as

decided by the respective University/Admitting Body.

The Exiting students will clear the subject/submit the Internship Report as per university schedule.

**Re-entry Criteria in to Third Year (Fifth Semester):**

The student who takes an exit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA Program as per the respective University / Admitting Body schedule after earning requisite credits in the First year.





**Swami Ramanand Teertha Marathwada University, Nanded**

**B.B.A (1<sup>st</sup> Year): Semester-I**

**Subject: Management**

*Under Faculty of Commerce and Management*

**Effective from Academic Year 2025 – 2026 (As per NEP-2020)**

**Course Title: Principles of Management**

**Course Code: CC101 || Course Credit: 04**

<b>Course prerequisites:</b>	Basic knowledge of Management, Classroom, Blackboard, E-materials, Books etc
<b>Course Objectives</b>	1. Familiarize the students with the conceptual framework of Management and evolution of Management thoughts.
	2. Get insight knowledge on the concept of planning and decision making.
	3. Familiarize the students with principles of organization and its organization structure and applications of span of management.
	4. Outline the manpower planning (HRP) in which to assess the sources and methods of Recruitment and Selection process.
	5. Provide an insight about coordination and controlling system /techniques of an organization for attaining the common goal.
<b>Course Objectives</b>	1. Gain insight about various management styles and apply them in real business conditions and understand their implications.
	2. Evaluate the HRP process, staffing, performance appraisal and training.
	3. Analyze and apply the best management practices in the organization.
	4. Enumerate the organization structure and direct the people in way of effective leadership, motivation and communications.
	5. Assess the various controlling measures / techniques to make corrective decision to reduce the cost and time.

**Course Teaching and Evaluation Scheme**

<b><u>Teaching Scheme</u></b>				<b><u>Evaluation Scheme</u></b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
<b>Theory</b>	<b>Practical</b>	<b>Theory</b>	<b>Practical</b>	<b>Two bests of Three test</b>	<b>Assignment</b>	<b>Attendance &amp; Class Performance</b>			
<b>04</b>	<b>--</b>	<b>60</b>	<b>--</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>50</b>	<b>--</b>	<b>100</b>

❖ **Examination (ESE for 4 Credit Course):**

**Pattern of Question Paper (University Assessment) – 50 Marks Paper (4 Credits)**

1. Question No. 1 shall be compulsory & shall have total 8 short answer questions carrying 2 Marks each, out of which solve any Five (5 x 2 = 10 Marks).
2. Question No. 2 to 5 will be descriptive or numerical questions. The candidate has to answer any 3 questions. (10 x 3 = 30 Marks)
3. Question No. 6 will be based on case study or numerical problem. (10 x 1 = 10 Marks)

**Minimum Marks for Passing in all Papers shall be:**

- |    |                            |   |                |
|----|----------------------------|---|----------------|
| a) | End of Semester (ESE)      | : | 40% (20 Marks) |
| b) | Continuous Assessment (CA) | : | 40% (20 Marks) |

## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>OVERVIEW OF MANAGEMENT CONCEPTS:</b>		10
	1.1	Management – Meaning, Features	
	1.2	Functions of Management – As an Art, Profession	
	1.3	Evolution of Management Thoughts	
2.0	<b>PLANNING &amp; DECISION MAKING:</b>		13
	2.1	Planning – Introduction, Process, Importance, Nature and Scope, Types, Steps in Planning	
	2.2	Types of Plans – Management By Objectives (MBO)	
	2.3	Decision Making – Types of Decisions – Decision Making Process, Difficulties in decision Making.	
3.0	<b>ORGANIZATION:</b>		12
	3.1	Organizing – Features, Importance – Principles of Organizations, types	
	3.2	Organization Structure, Delegation, Span of Management	
	3.3	Line and Staff relationship, Use of Staff units and committees	
4.0	<b>STAFFING &amp; DIRECTING:</b>		10
	4.1	Staffing, Manpower Planning, Sources and Methods of recruitment,	
	4.2	Selection Process, Training and Development,	
	4.3	Directing, Nature and Purpose of Communication process.	
5.0	<b>CONTROLLING &amp; COORDINATION:</b>		15
	5.1	Controlling – Significance and limitations of control, Control process	
	5.2	Types of Control – Requirements of a good control system, Budgetary and Non-Budgetary control	
	5.3	Coordination – Needs and Importance, Types and techniques requisites for excellence of Coordination.	
<b>Total</b>			<b>60 Hrs.</b>

### Reference Books:

1. Dinkar Pagare, (2015), *Principles of Management*, Sultan Chand & Sons, New Delhi.
2. Gupta, C.B., (2014), *Management Theory and Practice*, Fourteenth Edition, Sultan Chand & Sons, New Delhi.
3. Harold Koontz, Cyril O'Donnell and Heinz Weihrich, (2017), *Essentials of Management*, 5th Revised Edition, McGraw-Hill Inc., US, (ISE Editions).
4. Prasad, L.M. (2015), *Principles and Practice of Management*, Sultan Chand & Sons, New Delhi.
5. Sherlekar, S.A.& Sherlekar V.S, (2014), *Principles of Business Management*, 3rd Edition, Himalaya Publishing House Pvt. Ltd, Mumbai.
6. Tripathi, P C and Reddy, P N (2012), *Principles of Management*, 5th Edition, Tata McGraw Hill Education private limited, 7th west Patel Nagar, New Delhi.
7. Tripathi P. C, (2017), *Principles of Management*, 6th Edition, Tata McGraw Hill Education private limited, 7th west Patel Nagar, New Delhi.



**Swami Ramanand Teertha Marathwada University, Nanded**

**B.B.A (1<sup>st</sup> Year): Semester-I**

**Subject: Management**

*Under Faculty of Commerce and Management*

**Effective from Academic Year 2025 – 2026 (As per NEP-2020)**

**Course Title: Management Accounting**

**Course Code: CC102 || Course Credit: 04**

<b>Course prerequisites:</b>	Basic knowledge of Accounting, Classroom, Blackboard, E-materials, Books etc
<b>Course Objectives</b>	1. Gain knowledge on management accounting and preparing the financial accounting statement for business decisions making.
	2. Describe the various type of Ratio Analysis.
	3. Discuss the fundamental concept of funds flow and cash flow statement and its applications.
	4. Study the basic concept of marginal costing and its applications for business decision making.
	5. Explain about budgetary control techniques and list out its types.
<b>Course Objectives</b>	1. Familiarize the fundamental concept of management accounting and prepare the financial statement analyses.
	2. Interpret the performance of a business by using simple accounting ratios to identify the financial position of the business.
	3. Evaluate the concept of fund flow and cash flow analysis which are using to make business decisions.
	4. Apply the concept of marginal costing and to make the decision to fix the price of a commodity, attain the expected sales volume and to go for make or buy decisions.
	5. Demonstrate the process of budgeting and illustrate the various types of budgets suitable for a business concern.

**Course Teaching and Evaluation Scheme**

<b><u>Teaching Scheme</u></b>				<b><u>Evaluation Scheme</u></b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
Theory	Practical	Theory	Practical	Two bests of Three test	Assignment	Attendance & Class Performance			
<b>04</b>	<b>--</b>	<b>60</b>	<b>--</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>50</b>	<b>--</b>	<b>100</b>

❖ **Examination (ESE for 4 Credit Course):**

**Pattern of Question Paper (University Assessment) – 50 Marks Paper (4 Credits)**

1. Question No. 1 shall be compulsory & shall have total 8 short answer questions carrying 2 Marks each, out of which solve any Five (5 x 2 = 10 Marks).
2. Question No. 2 to 5 will be descriptive or numerical questions. The candidate has to answer any 3 questions. (10 x 3 = 30 Marks)
3. Question No. 6 will be based on case study or numerical problem. (10 x 1 = 10 Marks)

**Minimum Marks for Passing in all Papers shall be:**

- |    |                            |   |                |
|----|----------------------------|---|----------------|
| a) | End of Semester (ESE)      | : | 40% (20 Marks) |
| b) | Continuous Assessment (CA) | : | 40% (20 Marks) |

## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>INTRODUCTION OF MANAGEMENT ACCOUNTING:</b>		12
	1.1	Management Accounting – Meaning, Scope and Importance	
	1.2	Management Accounting vs. Cost Accounting, Management Accounting vs. Financial Accounting	
	1.3	Financial Statement Analysis – Comparative, Common Size Statements and Trend Analysis.	
2.0	<b>RATIO ANALYSIS:</b>		13
	2.1	Ratio Analysis – Introduction, Nature of analysis	
	2.2	Classification of ratios, Liquidity, Profitability	
	2.3	Turnover and Capital Structure ratio, Interpretations.	
3.0	<b>FUND FLOW &amp; CASH FLOW ANALYSIS:</b>		15
	3.1	Fund flow analysis – Concept of funds, Schedule of changes in working capital, Sources and Application of funds	
	3.2	Preparation of Funds flow statements, Cash flow analysis, Cash from operations	
	3.3	Cash flow statements, Preparation of Cash flow statement, difference between fund flow and cash flow statement.	
4.0	<b>MARGINAL COST:</b>		10
	4.1	Marginal Cost – Cost volume profit (CVP) relationship, Break Even Analysis	
	4.2	Margin of Safety – Application of marginal costing, fixation of selling price	
	4.3	Make or Buy decision – Key factor, Maintaining a desired level of profit.	
5.0	<b>BUDGETING:</b>		10
	5.1	Budget and Budgetary Control	
	5.2	Advantages and Limitations	
	5.3	Classification and Preparation of Budgets	
			<b>60 Hrs.</b>

### Reference Books:

1. Horngren Sunderu Stratton, (2014), *Introduction to Management Accounting 16th Edition*, Pearson Education, India.
2. Jhamb, (2016) *Fundamentals of Management Accounting, 3rd Edition*, Ane Books India, New Delhi.
3. Dr. S. N. Maheswari, (2016), *Management Accounting and Financial Control*, Sultan Chand & Sons Pvt. Ltd., New Delhi.
4. Shashi K. Gupta & R.K. Sharma, 13th Revised Edition, (2016), *Management Accounting Principles & Practice*, Kalyani Publishers / Lyall Bk Depot, New Delhi.
5. T. S. Reddy and Hari Prasad Reddy, (2000), *Management Accounting*, Maegham Publication, Chennai.



**Swami Ramanand Teertha Marathwada University, Nanded**  
**B.B.A (1<sup>st</sup> Year): Semester-I**  
**Subject: Management**  
*Under Faculty of Commerce and Management*  
**Effective from Academic Year 2025 – 2026 (As per NEP-2020)**  
**Course Title: Fundamentals of Business Statistics**  
**Course Code: CC103 || Course Credit: 04**

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<b>Course prerequisites:</b>	Basic knowledge of Accounting, Classroom, Blackboard, E-materials, Books etc
<b>Course Objectives</b>	1. Describe the fundamentals of Statistics and its application in the field of Business.
	2. Explain and evaluate about measures of central tendency.
	3. Discuss the basic concepts of Correlation and Regression.
	4. Clarify the concepts and purpose of Index Numbers.
	5. Study about averages & Measures of Dispersion and time series.
<b>Course Objectives</b>	1. Get insight knowledge on basic concepts of business statistics and its applications.
	2. Apply the statistical tools in measuring the central tendency.
	3. Gain knowledge in the application of Correlation and Regression for business decisions making.
	4. Develop the concepts Index Numbers which is used for business taking making.
	5. Illustrate the methods of statistical tools and apply various techniques of time series models.

**Course Teaching and Evaluation Scheme**

<b><u>Teaching Scheme</u></b>				<b><u>Evaluation Scheme</u></b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
Theory	Practical	Theory	Practical	Two bests of Three test	Assignment	Attendance & Class Performance			
<b>04</b>	<b>--</b>	<b>60</b>	<b>--</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>50</b>	<b>--</b>	<b>100</b>

❖ **Examination (ESE for 4 Credit Course):**

**Pattern of Question Paper (University Assessment) – 50 Marks Paper (4 Credits)**

1. Question No. 1 shall be compulsory & shall have total 8 short answer questions carrying 2 Marks each, out of which solve any Five ( $5 \times 2 = 10$  Marks).
2. Question No. 2 to 5 will be descriptive or numerical questions. The candidate has to answer any 3 questions. ( $10 \times 3 = 30$  Marks)
3. Question No. 6 will be based on case study or numerical problem. ( $10 \times 1 = 10$  Marks)

**Minimum Marks for Passing in all Papers shall be:**

- |    |                            |   |                |
|----|----------------------------|---|----------------|
| a) | End of Semester (ESE)      | : | 40% (20 Marks) |
| b) | Continuous Assessment (CA) | : | 40% (20 Marks) |

## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>STATISTICS AN OVERVIEW:</b>		10
	1.1	Statistics: Meaning, Nature and Scope	
	1.2	Use of Statistics in business, Primary data and secondary data	
	1.3	Frequency distribution – Histogram; Graphs and diagrams	
2.0	<b>MEASURES OF CENTRAL TENDENCY:</b>		13
	2.1	Measures of Central Tendency – Arithmetic Mean, Mode, Median	
	2.2	Geometric and Harmonic Mean – Measures of dispersion – range	
	2.3	Quartile deviation, Mean deviation and Standard deviation, Coefficient of Variation	
3.0	<b>COORELATION &amp; REGRESSION:</b>		15
	3.1	Correlation – Types of Correlation – Measures of Correlation, Karl Pearson's Coefficient of Correlation	
	3.2	Spearman Rank Correlation Co-efficient, Simple regression analysis, Regression equation	
	3.3	Fitting of Regression lines, Relationship between Regression Co-efficient and Correlation Co-efficient.	
4.0	<b>INDEX NUMBERS:</b>		12
	4.1	Index Number – Definition of Index Numbers, Uses – Problems in construction of index numbers	
	4.2	Simple and Weighted index numbers	
	4.3	Chain and Fixed base index, Cost of living index numbers.	
5.0	<b>TIME SERIES:</b>		10
	5.1	Analysis of Time Series – Definition, Components of Time Series,	
	5.2	Uses – Measures of Secular Trend, Measures of Seasonal Variation	
	5.3	Method of Simple average only.	
<b>Total Teaching Hours</b>			<b>60 Hrs.</b>

### Reference Books:

1. Gupta, B.N., (2015), *Business Statistics, First Revised Edition, SBPD, New Delhi.*
2. S. P. Gupta, (2012), *Statistical Methods, 42nd Revised Edition Sultan Chand & Sons Pvt. Ltd., New Delhi.*
3. Pillai, R.S.N. & Bagavathi, V., (2012), *Statistics – Theory & Practice, 5th Revised Edition, S.Chand & Co., New Delhi.*
4. Sinha, V.C. & Gupta, A., (2015), *Business Statistics, First Edition, SBPD, New Delhi.*



**Swami Ramanand Teertha Marathwada University, Nanded**

**B.B.A (1<sup>st</sup> Year): Semester-I**

**Subject: Management**

*Under Faculty of Commerce and Management*

**Effective from Academic Year 2025 – 2026 (As per NEP-2020)**

**Course Title: Business Communication – I**

**Course Code: AE104 || Course Credit: 02**

<b>Course prerequisites:</b>	Basic knowledge of Business, Classroom, Blackboard, E-materials, Books etc
<b>Course Objectives</b>	1. Provide an overview of prerequisites to Business Communication and its importance in commerce and trade.
	2. Plan and develop writing competency strategies: Letters-Parts, Structure, Types Statement of Purpose.
	3. Gain knowledge about the various types of business and bank and insurance correspondences.
	4. Discuss the different types of reports and their purposes.
	5. Explain the correct practices of the strategies of Effective business writing and E-Communication.
<b>Course Objectives</b>	1. Provides basic knowledge and clarity about communication and overcome the communication barrier in the business world.
	2. Identify the appropriate usage of informative business messages /letters and write an informative business message as per the layout of a letter.
	3. Design banking and insurance correspondence that would be required in their professional lives.
	4. Compose effective report writing and business proposals.
	5. Identify social media platforms and common types of tools for audio, video, and web sharing tools that are typically less frequently used by businesses.

**Course Teaching and Evaluation Scheme**

<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
<b>Theory</b>	<b>Practical</b>	<b>Theory</b>	<b>Practical</b>	<b>One bests of Two test</b>	<b>Assignment/ Tutorial</b>	<b>Attendance, Class Performance + Presentation</b>			
<b>02</b>	<b>--</b>	<b>30</b>	<b>--</b>	<b>10</b>	<b>10</b>	<b>05</b>	<b>25</b>	<b>--</b>	<b>50</b>

**Continuous Assessment for Papers with 2 Credits shall be as follows:**

<b>Sr. No</b>	<b>Particulars</b>	<b>Marks</b>
1	Mid Semester Test – Three (two best out of three)	20 Marks
2	Assignment/Tutorials	05 Marks
<b>Total</b>		<b>25 Marks</b>

Minimum Marks for Passing shall be 40% (10 Marks).

## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>BUSINESS COMMUNICATION:</b>		10
	1.1	Business Communication – Meaning, Objectives and Scope	
	1.2	Methods of Communication – Types of Communication, Barriers to Communications	
	1.3	Principles of Communication – Communication Process.	
2.0	<b>BUSINESS CORRESPONDENCE:</b>		10
	2.1	Layout of a letter – Business Inquiries and Replies, Quotations, Orders, Execution of orders, Cancellation of orders	
	2.2	Claims – Adjustments and settlement of accounts, Sales letters, Circular letters.	
	2.3	Banking and Insurance Correspondence; Collection letters, Application letters, Import Export correspondence, Bank & Insurance Correspondence.	
3.0	<b>REPORT WRITING:</b>		10
	3.1	Report writing – Reports by Individual, Committees, Annual Reports, Press, Speeches, Preparation of Agenda – Quorum, Minutes.	
	3.2	E-Communication; Strategic Importance of E-Communication, Email, Text Messaging	
	3.3	Slide or Visual Presentation Internet, Video Conferencing, Group Discussion, Social Networking.	
<b>Total Teaching Hours</b>			<b>30 Hrs.</b>

### Reference Books:

1. Lesikar, R.V. & Flatley, M.E., (2002) *Basic Business Communication Skills for Empowering Internet Generation*, 9th Edition, Tata Mc Graw Hill Publishing Company Ltd, New Delhi.
2. Pattan Shetty C.S & Ramesh M.S., (1999), *Effective Business English and correspondence*. Chand & Company, New Delhi.
3. R S N Pillai, V bagavathi, (2010), *Modern Commercial Correspondence*, S. Chand Publishing, New Delhi.
4. N. S. Raghunathan & B. Santhanam, (2013), *Business Communication*, Margham Publications, Chennai.
5. Rajendra Pal, J. S. Korlahalli, (2015), *Essentials of Business Communication*, 13th Edition, Sultan Chand & Sons, New Delhi.
6. R C Sharma Krishna Mohan, (2002), *Business Correspondence and Report Writing*, Tata McGraw-Hill Education, 3rd Edition, 7th west Patel Nagar, New Delhi.
7. Robert L. Shurter, (1948), *Effective letters and Business*, McGraw Hill Co, US.





# Swami Ramanand Teertha Marathwada University, Nanded

## B.B.A (1<sup>st</sup> Year): Semester-I

### Subject: Management

*Under Faculty of Commerce and Management*

Effective from Academic Year 2025 – 2026 (As per NEP-2020)

## Course Title: Foundation in English – I (Literature & Grammar)

Course Code: AEC105 || Course Credit: 02

<b>Course prerequisites:</b>	Basic knowledge of Business, Classroom, Blackboard, E-materials, Books etc
<b>Course Objectives</b>	1. To make the learners aware of the history of England.
	2. To cultivate the creativity among the learners.
	3. To improve the reading skills of the learners.
	4. To enhance the vocabulary of the learners.
	5. To make the learners read and write in English.
<b>Course Objectives</b>	1. <i>On successful completion of the Course, the learners will be able to:</i>
	2. Describe the history of England.
	3. Critically analyse the literary texts.
	4. Use the words correctly.
	5. Write in flawless English.

### Course Teaching and Evaluation Scheme

<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
Theory	Practical	Theory	Practical	Two bests of Three test	Assignment/ Tutorial	Attendance, Class Performance + Presentation			
<b>02</b>	<b>--</b>	<b>30</b>	<b>--</b>	<b>10</b>	<b>10</b>	<b>05</b>	<b>25</b>	<b>--</b>	<b>50</b>

### Continuous Assessment for Papers with 2 Credits shall be as follows:

Sr. No	Particulars	Marks
1	Mid Semester Test – Three (two best out of three)	20 Marks
2	Assignment/Tutorials	05 Marks
<b>Total</b>		<b>25 Marks</b>

Minimum Marks for Passing shall be 40% (20 Marks).

## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>BRIEF HISTORY OF ENGLISH:</b>		10
	1.1	Tudor England – Stuart England, Restoration England	
	1.2	Revolutions – Eighteenth Century	
	1.3	19 <sup>th</sup> Century Education – 20 <sup>th</sup> Century	
2.0	<b>LITERARY TEXTS:</b>		10
	2.1	R. K. Narayan – <i>An Astrologer's Day</i> and Sarojini Naidu – <i>Bangle Sellers</i>	
	2.2	Reading Comprehension; Definition of Comprehension, Types of Comprehension	
	2.3	Reading Materials Vocabulary – Critical Reading, Effective Reading – Exercises.	
3.0	<b>FUNCTIONAL GRAMMARS AND VOCABULARY:</b>		10
	3.1	Parts of Speech – Tenses – Articles – Propositions and Linkers	
	3.2	Punctuation – Common Mistakes, Political Expression Affixes.	
	3.3	Language Skills; Reading Skills, SQ3R Techniques – Writing Skills - Dictionary Use.	
<b>Total Teaching Hours</b>			<b>30 Hrs.</b>

### Reference Books:

1. Narayan R.K. Short Story Collections.
2. Sarojini Naidu. Bangle Sellers.
3. Sinha C.A. Reading Comprehension. Prabhat Prakashan.
4. Xavier A.G. An Introduction to the Social History of England. Viswanathan S. Printers, Chennai. 2009.



**Swami Ramanand Teertha Marathwada University, Nanded**

**B.B.A (1<sup>st</sup> Year): Semester-I**

**Subject: Management**

*Under Faculty of Commerce and Management*

**Effective from Academic Year 2025 – 2026 (As per NEP-2020)**

**Course Title: Indian Knowledge System: Wellness**

**Course Code: MDE106 || Course Credit: 02**

<b>Course prerequisites:</b>	Classroom, Blackboard, E-materials, Books etc
<b>Course Objectives</b>	1. To introduce the learners to the concept of health and wellness and its relevance in daily life.
	2. To introduce the learners to the relation between mind-body and its relevance.
	3. To introduce learners to health behavior and promotion of human strengths for well-being.
<b>Course Objectives</b>	1. After completion of this course the learner will be able to explain the concept and nature of health, wellness and its various implications.
	2. Demonstrate adequate knowledge on well-being and promotion of healthy behavior.

**Course Teaching and Evaluation Scheme**

<b><u>Teaching Scheme</u></b>				<b><u>Evaluation Scheme</u></b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
Theory	Practical	Theory	Practical	Two bests of Three test	Assignment/ Tutorial	Attendance, Class Performance + Presentation			
<b>02</b>	<b>--</b>	<b>30</b>	<b>--</b>	<b>10</b>	<b>10</b>	<b>05</b>	<b>25</b>	<b>--</b>	<b>50</b>

**Continuous Assessment for Papers with 2 Credits shall be as follows:**

<b>Sr. No</b>	<b>Particulars</b>	<b>Marks</b>
1	Mid Semester Test – Three (two best out of three)	20 Marks
2	Assignment/Tutorials	05 Marks
<b>Total</b>		<b>25 Marks</b>

Minimum Marks for Passing shall be 40% (20 Marks).

## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>INTRODUCTION TO HEALTH &amp; WELLNESS:</b>		10
	1.1	Definition of Health: WHO Definition, Importance of Health in everyday life,	
	1.2	Components of Health – Physical, Social, Mental, Spiritual and its relevance	
	1.3	Concept of Wellness, Mental Health & wellness Determinants of Health behaviors, Using the mass media for health promotion.	
2.0	<b>MIND – BODY AND WELL-BEING:</b>		10
	2.1	Mind – Body connection in health – concept and relation, Implication of Mind – Body connections	
	2.2	Wellbeing – Why it matters? Digital wellbeing, understanding health beliefs.	
	2.3	Perspectives of indigenous people pertaining to Assam and North East India Promoting.	
3.0	<b>HUMAN STRENGTHS AND LIFE ENHANCEMENT:</b>		10
	3.1	Human strengths and life enhancement	
	3.2	Classification of human strengths and virtues	
	3.3	Cultivating inner strength; Hope and optimism.	
<b>Total Teaching Hours</b>			<b>30 Hrs.</b>

### Reference Books:

1. Carr, A. (2004). *Positive Psychology: The science of happiness and human strength*. UK: Routledge.
2. Forshaw, M. (2003). *Advanced psychology: Health psychology*. London: Hodder and Stoughton.
3. Hick, J.W. (2005). *Fifty signs of Mental Health. A Guide to understanding mental health*. Yale University Press.
4. Snyder, C.R., & Lopez, S.J. (2007). *Positive psychology: The scientific and practical explorations of human strengths*. Thousand Oaks, CA: Sage.



**Swami Ramanand Teertha Marathwada University, Nanded**

**B.B.A (1<sup>st</sup> Year): Semester-I**

**Subject: Management**

*Under Faculty of Commerce and Management*

**Effective from Academic Year 2025 – 2026 (As per NEP-2020)**

**Course Title: Environmental Studies**

**Course Code: VAC107 || Course Credit: 02**

<b>Course prerequisites:</b>	Classroom, Blackboard, E-materials, Books etc
<b>Course Objectives</b>	1. Develop a comprehensive understanding of the concept, scope of environment studies and public awareness about environment collective response for its protection.
	2. Provide a dynamic window onto the changing natural and social environments that comprises our world.
	3. Describe and identify the organisms with similar needs that compete for resources.
	4. Engage directly with key contemporary issues - such as globalization, climate change, environmental management and cultural transformation - whilst also developing valuable analytical and communication skills.
	5. Determine the flexibility to tailor your module choices to your academic interests.
<b>Course Objectives</b>	1.
	2.

**Course Teaching and Evaluation Scheme**

<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
<b>Theory</b>	<b>Practical</b>	<b>Theory</b>	<b>Practical</b>	<b>Two bests of Three test</b>	<b>Assignment/ Tutorial</b>	<b>Attendance, Class Performance + Presentation</b>			
<b>02</b>	<b>--</b>	<b>30</b>	<b>--</b>	<b>10</b>	<b>10</b>	<b>05</b>	<b>25</b>	<b>--</b>	<b>50</b>

**Continuous Assessment for Papers with 2 Credits shall be as follows:**

<b>Sr. No</b>	<b>Particulars</b>	<b>Marks</b>
1	Mid Semester Test – Three (two best out of three)	20 Marks
2	Assignment/Tutorials	05 Marks
<b>Total</b>		<b>25 Marks</b>

Minimum Marks for Passing shall be 40% (20 Marks).

## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES:</b>		10
	1.1	Definition, Scope and Importance – Need for Public awareness	
	1.2	Natural Resources: Renewable and non-renewable resources and associated problems	
	1.3	a) Forest resources, b) Mineral resources, c) Food resources, d) Energy resources, e) Land resources.	
2.0	<b>ECOSYSTEM:</b>		10
	2.1	Concept of an ecosystem, Structure and function of an ecosystem, Procedures	
	2.2	Consumers and decomposers, Energy flow in the ecosystem, Ecological succession	
	2.3	Food chains, food webs and ecological pyramids, Biodiversity and its conservations, Environmental Pollution,	
3.0	<b>SOCIAL ISSUES AND THE ENVIRONMENT:</b>		10
	3.1	From Unsustainable to Sustainable development, Urban problems related to energy, Water Conservation, Rain water harvesting, Watershed management	
	3.2	Resettlement and rehabilitation of people, its problems and concerns, Environmental ethics; Issues and possible solutions.	
	3.3	Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust – Case Studies and <b>Human Population and the Environment.</b>	
<b>Total Teaching Hours</b>			<b>30 Hrs.</b>

### Reference Books:

1. Brusseau, M.L., Pepper, I.L., and Gerba, C.P. (2019). Environmental and Pollution Science, 3rd Edition. Academic Press, USA. (pp. 1-520).
2. Divan, S. and Rosencranz, A. (2002). Environmental Law and Policy in India: Cases, Material & Statutes, 2nd Edition. Oxford University Press, India. (pp. 1-837).
3. Gadgil, M., and Guha, R. (1993). This Fissured Land: An Ecological History of India. University of California Press, Berkeley, USA. (pp. 1-245).
4. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y., and Berg, L.R. (2015). Environment, 8th Edition. Wiley Publishing, USA. (pp. 1-472).
5. Singh, J.S., Singh, S.P., and Gupta, S.R. (2017). Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi. (pp.1-842).

BBA First Year (SEMESTER-II)							
Sr. No	Course Code	Course Title	Teaching hours per week (L+T+P)	End of Semester Examination (ESE)	Continuous Assessment (CA)	Total Marks	Total Credits
1	CC201	Organization Behavior	3+1+0	50	50	100	4
2	CC202	Principles of Marketing Management	3+1+0	50	50	100	4
3	CC203	Managerial Economics	3+1+0	50	50	100	4
4	SEC204	Computer Application in Business	1+0+2	25	25	50	2
5	MDE205	Basics of Digital marketing	1+1+0	25	25	50	2
6	VAC206	Indian Constitution	2+0+0	25	25	50	2
7	AEC207	Business Communication II	1+1+0	25	25	50	2
8	AEC208	Additional Course- Indian or Foreign Language (Optional Course) * or SWAYAM/NPTEL	1+1+0	--	--	--	0*
<b>Total</b>				<b>250</b>	<b>250</b>	<b>500</b>	<b>20</b>

**Note: \*Indian Languages:** Sanskrit/Hindi/All Regional Language

**Foreign Languages:** Spanish/German/French/Korean/Mandarin (SWAYAM/NPTEL)



# Swami Ramanand Teertha Marathwada University, Nanded

## B.B.A (1<sup>st</sup> Year): Semester-II

### Subject: Management

*Under Faculty of Commerce and Management*

Effective from Academic Year 2025 – 2026 (As per NEP-2020)

### Course Title: Organizational Behavior

Course Code: CC201 || Course Credit: 04

<b>Course prerequisites:</b>	Basic knowledge of Management, Classroom, Blackboard, E-materials, Books etc
<b>Course Objectives</b>	1. Learn the basic concepts of Organizational Behavior and its applications in contemporary organizations.
	2. Study how individual behaviors have impacts on the organizational effectiveness and efficiency.
	3. State the various aspects of group behavior which have impacts on group decision making towards the problems.
	4. Get insight knowledge on various theories of motivation and leadership styles.
	5. Discuss the complexities associated with organizational change and development.
<b>Course Objectives</b>	<b>1. On completion of the course students will be able to:</b>
	2. Explore the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
	3. Deeply assess the role of individual behavior in achieving organizational goals effectively and efficiently.
	4. Assess the group behavior and the factors that cause stress and conflicts to avoid or minimize them.
	5. Identify the various motivation theories and leadership styles and the role of leaders in a decision-making process.5. Discuss the implementation of organizational change.

### Course Teaching and Evaluation Scheme

<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
Theory	Practical	Theory	Practical	Two bests of Three test	Assignment	Attendance & Class Performance			
<b>04</b>	<b>--</b>	<b>60</b>	<b>--</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>50</b>	<b>--</b>	<b>100</b>

### ❖ Examination (ESE for 4 Credit Course):

#### Pattern of Question Paper (University Assessment) – 50 Marks Paper (4 Credits)

1. Question No. 1 shall be compulsory & shall have total 8 short answer questions carrying 2 Marks each, out of which solve any Five (5 x 2 = 10 Marks).
2. Question No. 2 to 5 will be descriptive or numerical questions. The candidate has to answer any 3 questions. (10 x 3 = 30 Marks)
3. Question No. 6 will be based on case study or numerical problem. (10 x 1 = 10 Marks)

#### Minimum Marks for Passing in all Papers shall be:

- |    |                            |   |                |
|----|----------------------------|---|----------------|
| a) | End of Semester (ESE)      | : | 40% (20 Marks) |
| b) | Continuous Assessment (CA) | : | 40% (20 Marks) |



## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>INTRODUCTION:</b>		10
	1.1	Organizational Behavior – Meaning, Definition, Need	
	1.2	Scope and Objectives of Organizational Behaviour	
	1.3	Theories of Organizations – Various approaches to study OB	
2.0	<b>FOUNDATION OF INDIVIDUAL BEHAVIOR:</b>		12
	2.1	Personality – Meaning, Formation and Traits of Personality, Personality attributes influencing OB	
	2.2	Attitude – Formation, Components of attitudes, Perception – Process of Perception	
	2.3	Emotions – Emotional Intelligence, Self-awareness, Self-Management, Social Awareness, Relationship Management.	
3.0	<b>GROUP BEHAVIOR:</b>		15
	3.1	Definition – types of groups – theories of group formation – group norms	
	3.2	Group cohesiveness – five stages of group development – meaning and nature of group decision making.	
	3.3	Conflict – Nature, types, process of conflict, conflict resolution – Power and politics – Basics of power, effectiveness of power tactics.	
4.0	<b>MOTIVATION AND LEADERSHIP:</b>		10
	4.1	Motivation – Financial and Non-Financial motivational techniques	
	4.2	Theories of Motivation – Leadership – Style of leadership	
	4.3	Leadership theories – transactional and transformation leadership.	
5.0	<b>ORGANIZATIONAL CHANGE AND DEVELOPMENT:</b>		13
	5.1	Organizational change – Meaning, Forces for changes, types of changes	
	5.2	Managing planned change – planning, assessing and implementing the change	
	5.3	Organizational Development – Meaning, Characteristics, Need, Benefits, Limitations, Steps in OD.	
<b>Total Hours</b>			<b>60</b>

### Reference Books:

1. Aswathappa K., (2016), *Organizational Behavior, 12th Revised Edition*, Himalaya Publishing House, New Delhi.
2. Gangadhar Rao, Narayana, V.S.P Rao, (2000), *Organizational Behavior, 1 st Edition*, Konark Publishers Pvt. Ltd.
3. Khanka, S.S., (2013), *Organizational Behaviour, Fourth Edition*, S. Chand, New, Delhi.
4. Luthans, F. (2014), *Organizational Behaviour – An Evidence Based Approach, Twelfth Edition*, Tata McGraw Hill. New Delhi.
5. Prasad, L.M., (2014), *Organizational Behaviour, Fifth Edition*, Sultan & Chand, New Delhi.
6. Uma Sekaran, (2004), *Organizational Behaviour Text & cases, 2nd Edition*, Tata McGraw Hill Publishing Co. Ltd.



**Swami Ramanand Teertha Marathwada University, Nanded**

**B.B.A (1<sup>st</sup> Year): Semester-II**

**Subject: Management**

*Under Faculty of Commerce and Management*

**Effective from Academic Year 2025 – 2026 (As per NEP-2020)**

**Course Title: Principles of Marketing Management**

**Course Code: CC201 || Course Credit: 04**

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<b>Course prerequisites:</b>	Basic knowledge of Marketing Management, Classroom, Blackboard, E-materials, Books etc
<b>Course Objectives</b>	1. Introduce the fundamental concept of Marketing Management and Marketing Mix as a framework for Marketing Decision making.
	2. Explain the buying behavior of consumer and the strategies followed by marketer in segmenting the market.
	3. Describe the stages of the product life cycle and identify an appropriate marketing mix for a particular product or service.
	4. Familiarize the different pricing policy and chosen the appropriate channels of distribution.
	5. Discuss the framework of promotional policy adopted by the organization to popularize its product and services
<b>Course Objectives</b>	1. Illustrate key marketing concepts, theories, and techniques for analyzing a variety of marketing situations.
	2. Identify the various steps towards the buying behaviour of a consumer and to explore the market segmentation.
	3. Demonstrate the product mix and to assess every stage of PLC and planning for introduce new product in the market.
	4. Assess and conclude the pricing policies of the business concern and how to distribute the commodities and find out the suitable channels.
	5. Explore a suitable promotion mix which is a key component of the business to reach the ultimate consumers.

**Course Teaching and Evaluation Scheme**

<b><u>Teaching Scheme</u></b>				<b><u>Evaluation Scheme</u></b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
Theory	Practical	Theory	Practical	Two bests of Three test	Assignment	Attendance & Class Performance			
<b>04</b>	<b>--</b>	<b>60</b>	<b>--</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>50</b>	<b>--</b>	<b>100</b>

**❖ Examination (ESE for 4 Credit Course):**

**Pattern of Question Paper (University Assessment) – 50 Marks Paper (4 Credits)**

1. Question No. 1 shall be compulsory & shall have total 8 short answer questions carrying 2 Marks each, out of which solve any Five (5 x 2 = 10 Marks).
2. Question No. 2 to 5 will be descriptive or numerical questions. The candidate has to answer any 3 questions. (10 x 3 = 30 Marks)
3. Question No. 6 will be based on case study or numerical problem. (10 x 1 = 10 Marks)

**Minimum Marks for Passing in all Papers shall be:**

- a) End of Semester (ESE) : 40% (20 Marks)
- b) Continuous Assessment (CA) : 40% (20 Marks)

## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>INTRODUCTION TO MARKETING MANAGEMENT:</b>		10
	1.1	Marketing: Meaning, Nature and Scope, Functions of Marketing Management.	
	1.2	Types of Markets – Difference between Marketing and Selling	
	1.3	Various Environmental Factors affecting Marketing Function.	
2.0	<b>BUYING BEHAVIORS &amp; MARKET SEGMENTATION:</b>		13
	2.1	Buyer behavior – Factors influencing buyer behavior	
	2.2	Buying Motives – Stages of buying decision process	
	2.3	Market Segmentation – Need and basis of Segmentation – Concept of Marketing Mix – Marketing Strategy.	
3.0	<b>THE PRODUCT:</b>		10
	3.1	Product – Definition – Classification – Consumer Goods – Industrial Goods	
	3.2	Product Life Cycle (PLC) – Product Mix – Product Planning	
	3.3	Branding – Packaging – Developing new Products.	
4.0	<b>PRICING &amp; PHYSICAL DISTRIBUTION:</b>		15
	4.1	Pricing – Objectives – Pricing Policies and Procedures – Factors affecting pricing decisions	
	4.2	New Product Pricing – Psychological aspects in pricing, Physical distribution – Channels of distribution	
	4.3	Types of Channels – Channel Policy – Wholesalers, Retailers and Middle men and their functions.	
5.0	<b>PROMOTION:</b>		12
	5.1	Promotion – Advertising – Personal Selling	
	5.2	Sales Promotion – Publicity	
	5.3	Recent Trends in Marketing: E-Marketing, Relationship Marketing, Mobile Marketing.	
<b>Total</b>			<b>60 Hrs.</b>

### Reference Books:

1. Gupta C.B. Nair N. Rajan, (2020), *Marketing Management - Text & Cases*, 19th edition, Sultan Chand & Sons, New Delhi.
2. Philip Kotler & Kevin Lane Keller, (2016), *Marketing Management*, 15th Edition, Pearson Education India, Noida.
3. V S Ramaswamy & S Namakumari, (2010), *Marketing Management*, 4th Edition, Om Books International, New Delhi.
4. Rustom S. Davar, (1993), *Modern Marketing Management*, Ubs Publishers' Distributors Pvt. Ltd, New Delhi.
5. S.A. Sherlekar & R. Krishnamoorthy (2015), *Principles of Marketing*, Himalaya Publishing House Pvt. Ltd., Mumbai.



**Swami Ramanand Teertha Marathwada University, Nanded**

**B.B.A (1<sup>st</sup> Year): Semester-II**

**Subject: Management**

*Under Faculty of Commerce and Management*

**Effective from Academic Year 2025 – 2026 (As per NEP-2020)**

**Course Title: Managerial Economics**

**Course Code: CC203 || Course Credit: 04**

<b>Course prerequisites:</b>	Basic knowledge of Economics, Classroom, Blackboard, E-materials, Books etc
<b>Course Objectives</b>	1. Gain knowledge on concept of managerial economics and its business applications and to describe about the law demand and how we can forecast the demand for appropriate business decisions.
	2. Explain the concept of production laws in which we learn to combine the various factors of productions to attain desirable outputs.
	3. Realize the supply law match with demand for fixing the price on a commodity and to explain the concept of cost analysis.
	4. Discuss the market structure and to fix the price on commodity in various competitive markets.
	5. Point out the various pricing strategies and pricing output decisions under market structure.
<b>Course Objectives</b>	1. Gain knowledge on the applications of managerial economics in terms of business decision and forwarded planning and to analysis the law demand and assess the demand forecast.
	2. Apply the concept of production laws by which to identify marginal product and price so as to reach equilibrium.
	3. Divulge the supply law and how the supply intersects with the demand so as to fix the price on a commodity.
	4. Explore the market structure and to assess the various competitive positions in the market structure.
	5. Find the pricing strategies which are adopted by the organizations in the different situations.

**Course Teaching and Evaluation Scheme**

<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
Theory	Practical	Theory	Practical	Two bests of Three test	Assignment	Attendance & Class Performance			
<b>04</b>	<b>--</b>	<b>60</b>	<b>--</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>50</b>	<b>--</b>	<b>100</b>

**❖ Examination (ESE for 4 Credit Course):**

**Pattern of Question Paper (University Assessment) – 50 Marks Paper (4 Credits)**

1. Question No. 1 shall be compulsory & shall have total 8 short answer questions carrying 2 Marks each, out of which solve any Five (5 x 2 = 10 Marks).
2. Question No. 2 to 5 will be descriptive or numerical questions. The candidate has to answer any 3 questions. (10 x 3 = 30 Marks)
3. Question No. 6 will be based on case study or numerical problem. (10 x 1 = 10 Marks)

**Minimum Marks for Passing in all Papers shall be:**

- a) End of Semester (ESE) : 40% (20 Marks)
- b) Continuous Assessment (CA) : 40% (20 Marks)

## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>INTRODUCTION &amp; DEMAND ANALYSIS:</b>		10
	1.1	Definition and Scope of Managerial Economics – Relationship between Micro, Macro and Managerial Economics	
	1.2	Roles and Responsibility of Managerial Economist – Demand Analysis – Law of Demand	
	1.3	Price, Income and Cross Elasticity of Demand – Demand Forecasting – Meaning and Methods.	
2.0	<b>PRODUCTION FUNCTION:</b>		13
	2.1	Factors of Production – Law of Production Function	
	2.2	Law of Increasing returns – Law of constant returns	
	2.3	Least combination – Economics of Scale	
3.0	<b>SUPPLY &amp; COST ANALYSIS:</b>		10
	3.1	Supply – Law of Supply – Supply determinants	
	3.2	Elasticity of Supply – Cost analysis – Different cost concepts	
	3.3	Cost output relationship – Short run and long run – Revenue curves of firm	
4.0	<b>MARKET STRUCTURE:</b>		15
	4.1	Market Structure and It's classification – Pricing under perfect competition	
	4.2	Pricing under monopoly – Comparison of perfect competition and monopoly	
	4.3	Features of Monopolistic Competition – Pricing under Monopolistic competition – Oligopoly	
5.0	<b>PRICING &amp; PROFIT ANALYSIS:</b>		12
	5.1	Pricing Policy and Methods – General consideration of Pricing, Methods of Pricing, Dual Pricing	
	5.2	Pricing in different stages of life cycle of a Product – Price Discrimination	
	5.3	Profit – Nature of Profit – Profit Planning – Break Even Analysis – Concept of Profit Maximization – Profit Forecasting.	
<b>Total</b>			<b>60 Hrs.</b>

### Reference Books:

1. K K Dewett & M H Navalur, (2006), *Modern Economic Theory*, S. Chand Publishing, New Delhi.
2. P L Mehta, (2016), *Managerial Economics. Analysis, Problems and Cases*, Sultan Chand & Sons, New Delhi.
3. V Mote, Samuel Paul, G. Gupta, (2017), *Managerial Economics: Concepts & Cases*, Tata McGraw-Hill Publishing Company limited, New Delhi
4. Dr. S. Sankaran, (2012), *Business Economics*, 3rd Edition, Margham Publications, Chennai.
5. R. L. Varshney, K. L. Maheshwari, (2014), *Managerial Economics*, 19<sup>th</sup> Edition Sultan Chand & Sons, New Delhi.



**Swami Ramanand Teertha Marathwada University, Nanded**

**B.B.A (1<sup>st</sup> Year): Semester-II**

**Subject: Management**

*Under Faculty of Commerce and Management*

**Effective from Academic Year 2025 – 2026 (As per NEP-2020)**

**Course Title: Computer Application in Business**

**Course Code: SEC204 || Course Credit: 02**

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<b>Course prerequisites:</b>	Classroom, Blackboard, Computer lab, E-materials, Books etc
<b>Course Objectives</b>	1. Impart knowledge about the structure, elements and functions of a computer system.
	2. Gets insight knowledge in the basic concept computer applications using MS-Office applications for the business transactions?
	3. Get the knowledge application on effective power point presentation.
	4. Gain knowledge in programs in ms-excel for business purpose.
	5. Discuss the internet, web design and database maintenance in every type of applications.
<b>Course Objectives</b>	<b><i>On completion of this course, the students will be able to:</i></b>
	1. Acquire and apply the computer applications in different aspects of business.
	2. Evaluate the database using MS-Word and its components.
	3. Illustrate the effective presentation for the business meeting using power point presentation.
	4. Develop the programs in MS-excel for business transaction.
	5. Explore the internet protocol, security and the web.

**Course Teaching and Evaluation Scheme**

<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
<b>Theory</b>	<b>Practical</b>	<b>Theory</b>	<b>Practical</b>	<b>Two bests of Three test</b>	<b>Assignment/ Tutorial</b>	<b>Attendance, Class Performance + Presentation</b>			
<b>02</b>	<b>--</b>	<b>30</b>	<b>--</b>	<b>10</b>	<b>10</b>	<b>05</b>	<b>25</b>	<b>--</b>	<b>50</b>

**Continuous Assessment for Papers with 2 Credits shall be as follows:**

<b>Sr. No</b>	<b>Particulars</b>	<b>Marks</b>
1	Mid Semester Test – Three (two best out of three)	20 Marks
2	Assignment/Tutorials	05 Marks
<b>Total</b>		<b>25 Marks</b>

Minimum Marks for Passing shall be 40% (20 Marks).

## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>Introduction of Computers:</b>		10
	1.1	Introduction to Computers – Characteristics of Computer-Types of Computers	
	1.2	Applications of computers – Merits and Demerits of Computer	
	1.3	Hardware & Software - System Software: Operating system, interpreter, compiler	
	1.4	Application software: General Purpose Packaged Software and tailor-made software.	
2.0	<b>Microsoft Word (MS Word):</b>		10
	2.1	MS Word – Introduction to Word – Creating Word Document	
	2.2	Formatting – Spell Check – Grammar Check –Working with Tables– Saving, Opening and Closing Document–Mail Merge.	
	2.3	<b>MS Power Point:</b> MS Power Point – Creation – Insert Picture – Animation – Creating Multimedia Presentations – Insert Tables and Graphs.	
3.0	<b>Microsoft Excel (MS Excel):</b>		10
	3.1	MS Excel – Introduction – Spread Sheet – Entering data in Working sheets – Editing and Formatting Work sheets	
	3.2	Charts – Functions like Saving, Opening and Closing Work book.	
	3.3	<b>Introduction to Internet:</b> Introduction to Internet – Browsers – Search Engine – WWW – Internet Protocols –FTP – TELNET – HTTP – E-mail – How to create E-mail – Internet Vs Intranet – Webpage – URL.	
<b>Total Teaching Hours</b>			<b>30 Hrs.</b>

### References:

1. Gini Courter & Annette Marquis, (1999), *Mastering Microsoft Office 2000 Professional Edition*, Sybex, US.
2. Joan Lambert and Joyce Cox, (2013), *Microsoft Word 2013 Step by Step*, Microsoft Press, Washington.
3. Dr. R. Parameswaran, (2010), *Computer Application in Business*, S Chand & Company Ltd, New Delhi.
4. Ravi Taxali, (2017), *Pc Software for Windows 98 Made Simple*, 2nd Edition, McGraw Hill Education, New Delhi.
5. Stephen L. Nelson, (1999), *Office 2000: The Complete Reference*, McGraw Hill Professional, US.



**Swami Ramanand Teertha Marathwada University, Nanded**

**B.B.A (1<sup>st</sup> Year): Semester-II**

**Subject: Management**

*Under Faculty of Commerce and Management*

**Effective from Academic Year 2025 – 2026 (As per NEP-2020)**

**Course Title: Basics of Digital Marketing**

**Course Code: MDEC205 || Course Credit: 02**

<b>Course prerequisites:</b>	Classroom, Blackboard, Computer literacy, E-materials, Books etc
<b>Course Objectives</b>	To understand the basic Concepts of Digital markets and the road map for successful Digital marketing strategies.
<b>Course Objectives</b>	1. Students enable to understand the basics of digital market and marketing.
	2. Students will able to search how customers are engaged on digital platform.
	3. Students will learn how digital marketing helps marketer in promoting products on digital platforms.

**Course Teaching and Evaluation Scheme**

<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
<b>Theory</b>	<b>Practical</b>	<b>Theory</b>	<b>Practical</b>	<b>Two bests of Three test</b>	<b>Assignment/ Tutorial</b>	<b>Attendance, Class Performance + Presentation</b>			
<b>02</b>	<b>--</b>	<b>30</b>	<b>--</b>	<b>10</b>	<b>10</b>	<b>05</b>	<b>25</b>	<b>--</b>	<b>50</b>

**Continuous Assessment for Papers with 2 Credits shall be as follows:**

<b>Sr. No</b>	<b>Particulars</b>	<b>Marks</b>
1	Mid Semester Test – Three (two best out of three)	20 Marks
2	Assignment/Tutorials	05 Marks
<b>Total</b>		<b>25 Marks</b>

Minimum Marks for Passing shall be 40% (20 Marks).



## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>Fundamentals of Digital Marketing:</b>		10
	1.1	Fundamentals of Digital marketing & Its Significance	
	1.2	Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing.	
	1.3	Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities.	
2.0	<b>The Digital users in India:</b>		10
	2.1	The Digital users in India, Digital marketing Strategy- Consumer Decision journey.	
	2.2	POEM Framework, Segmenting & Customizing messages.	
	2.3	Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.	
3.0	<b>Terminology used in Digital Marketing:</b>		10
	3.1	Terminology used in Digital Marketing, PPC and online marketing through social media.	
	3.2	Social Media Marketing, SEO techniques, Keyword advertising.	
	3.3	Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing.	
<b>Total Teaching Hours</b>			<b>30 Hrs.</b>

### Suggested Books:

1. *Digital Marketing –Kamat and Kamat-Himalaya*
2. *Marketing Strategies for Engaging the Digital Generation, D. Ryan,*
3. *Digital Marketing, V. Ahuja, Oxford University Press*
4. *Digital Marketing, S. Gupta, McGraw-Hill*
5. *Quick win Digital Marketing, H. Annmarie, A. Joanna, Paperback edition.*



**Swami Ramanand Teertha Marathwada University, Nanded**

**B.B.A (1<sup>st</sup> Year): Semester-II**

**Subject: Management**

*Under Faculty of Commerce and Management*

**Effective from Academic Year 2025 – 2026 (As per NEP-2020)**

**Course Title: Indian Constitution**

**Course Code: VAC206 || Course Credit: 02**

<b>Course prerequisites:</b>	Classroom, Blackboard, Computer literacy, E-materials, Books etc
<b>Course Objectives</b>	The course will enable the learners to:
	1. To acquaint the students with legacies of constitutional development in India and help those to understand the most diversified legal document of India and philosophy behind it.
	2. To make students aware of the theoretical and functional aspects of the Indian Parliamentary System.
	3. To channelize students' thinking towards basic understanding of the constitutional principles and statutory institutions.
<b>Course Objectives</b>	<i>At the end of the course the learners will be able to:</i>
	1. Identify and explore the basic features and modalities about Indian constitution.
	2. Understand the administrative structure of various branches of government.
	3. Differentiate and relate the functioning of Indian parliamentary system at the center and state level.
	4. Examine different aspects of Indian Legal System and its related bodies.

**Course Teaching and Evaluation Scheme**

<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
<b>Theory</b>	<b>Practical</b>	<b>Theory</b>	<b>Practical</b>	<b>Two bests of Three test</b>	<b>Assignment/ Tutorial</b>	<b>Attendance, Class Performance + Presentation</b>			
<b>02</b>	<b>--</b>	<b>30</b>	<b>--</b>	<b>10</b>	<b>10</b>	<b>05</b>	<b>25</b>	<b>--</b>	<b>50</b>

**Continuous Assessment for Papers with 2 Credits shall be as follows:**

<b>Sr. No</b>	<b>Particulars</b>	<b>Marks</b>
1	Mid Semester Test – Three (two best out of three)	20 Marks
2	Assignment/Tutorials	05 Marks
<b>Total</b>		<b>25 Marks</b>

Minimum Marks for Passing shall be 40% (20 Marks).

## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>Constitution:</b>		07
	1.1	Meaning & Constitutionalism,	
	1.2	Historical perspective - : 1909 Act, 1919 Act & 1935 Act	
	1.3	Salient features & nature of the Constitution	
2.0	<b>Fundamental Rights:</b>		10
	2.1	Introduction & its scheme, Right to Equality (Art.14), Right to Fundamental Freedoms (Art. 19), Right to Life (Art. 21)	
	2.2	Directive Principles of State Policy: Importance and implementation	
	2.3	Fundamental Duties and its legal status.	
3.0	<b>Government:</b>		13
	3.1	Union & State – Executive & Legislature, Composition, Powers and Functions	
	3.2	Local Self Governments – Panchayat Raj Institutions & Urban Local Bodies (Municipalities)	
	3.3	Statutory Institutions: Elections-Election Commission of India, National Human Rights Commission	
	3.4	National Commission for Women. Federal structure & distribution of legislative and financial powers between the Union and the States.	
<b>Total Teaching Hours</b>			<b>30 Hrs.</b>

### Suggested Books:

1. D.D. Basu, *Introduction to the Constitution of India*, Lexis Nexis, New Delhi.
2. *Indian Constitution* by Subhash C. Kashyap, National Book Trust, New Delhi.
3. *Constitution of India and Professional Ethics*, Dr. G. B. Reddy & Mohd. Suhaib, Dreamtech Press.
4. B.Z. Fadia & Kuldeep Fadia, *Indian Government & Politics*, Lexis Nexis, New Delhi.
5. *Indian Polity* by Laxmikanth 5th Edition, McGraw Hill.



**Swami Ramanand Teertha Marathwada University, Nanded**

**B.B.A (1<sup>st</sup> Year): Semester-II**

**Subject: Management**

*Under Faculty of Commerce and Management*

**Effective from Academic Year 2025 – 2026 (As per NEP-2020)**

**Course Title: Business Communication - II**

**Course Code: VAC207 || Course Credit: 02**

<b>Course prerequisites:</b>	Classroom, Blackboard, Computer literacy, E-materials, Books etc
<b>Course Objectives</b>	The course will enable the learners to:
	1. To communicating effectively in speaking & writing extends across all areas of business, including management, social & technical positions
	2. To acquaint the students about verbal and Non-Verbal communication and also develop the presentation skill.
	3. To develop the interview skill, resume writing.
<b>Course Objectives</b>	<i>At the end of the course the learners will be able to:</i>
	1. Students will able to develop their writing skill with proper use of grammar.
	2. Students will acquire basic presentation skill.
	3. Students will appear interview with confidence and he will able to write resume writing.

**Course Teaching and Evaluation Scheme**

<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>					
<b>Credits Assigned</b>		<b>Teaching Hours</b>		<b>Continuous Assessment</b>			<b>End of Semester Exam Marks</b>	<b>Practical/ Oral Exam Marks</b>	<b>Total Marks</b>
<b>Theory</b>	<b>Practical</b>	<b>Theory</b>	<b>Practical</b>	<b>Two bests of Three test</b>	<b>Assignment/ Tutorial</b>	<b>Attendance, Class Performance + Presentation</b>			
<b>02</b>	<b>--</b>	<b>30</b>	<b>--</b>	<b>10</b>	<b>10</b>	<b>05</b>	<b>25</b>	<b>--</b>	<b>50</b>

**Continuous Assessment for Papers with 2 Credits shall be as follows:**

<b>Sr. No</b>	<b>Particulars</b>	<b>Marks</b>
1	Mid Semester Test – Three (two best out of three)	20 Marks
2	Assignment/Tutorials	05 Marks
<b>Total</b>		<b>25 Marks</b>

Minimum Marks for Passing shall be 40% (20 Marks).

## Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0	<b>Writing Skills:</b>		10
	1.1	Planning Business Messages, Business Letters, Memo Formats, Request Letters	
	1.2	Good News Letters, Bad News Letters, Persuasive Letters – AIDA, Sales Letters, Collection Letters	
	1.3	Detailed Project Report Writing and Presentation	
2.0	<b>Oral Presentation:</b>		10
	2.1	Principles of oral presentations, Factors effecting presentations, Non-Verbal Communication	
	2.2	Appearance, Body language, Para language, Time, Space, Silence	
	2.3	Effective Listening – Factors Affecting Listening, Improving, Listening	
3.0	<b>Interviewing Skills:</b>		10
	3.1	Interviewee's preparation, Types of interview Communication for Employment	
	3.2	Resume: Formulating Career Plans, Planning your Resume Structuring the Resume	
	3.3	Content of the Resume, Electronic Resumes	
<b>Total Teaching Hours</b>			<b>30 Hrs.</b>

### Suggested Books:

1. Ronald E. Duleck, John S. Fielden: *Principles of Business Communication*
2. Murphy and Hiderbrandt: *Business Communication*
3. Bovee Thill: *Business communication Today, Mc Graw Hill*
4. Malra Treece, Allyn and Bacon: *Successful communication*
5. Randall E. Majors Harper & Rom: *Business communication*
6. Harpert & Row Western: *Guide to effective letter writing*
7. Persing: *Business communication dynamics*
8. Mary Ellen Guffoy: *Business communication*
9. Fred Lutham: *Organizational Behavior (For Negotiation Skill)*
10. C.B Memoria: *Industrial Relation (For the topic of collective bargaining)*