



BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-II

Course Code	Course Title	Hours/Week			Credits	Maximum Marks			ESE
		L	T	P		Continuous Evaluation	End Sem. Exam	Total	Duration (Hrs.)
PCCBB201T	Business Costing	4	0	0	4	40	60	100	3

Sr. No.	Course Objective
1	To introduce the fundamental concepts and techniques of cost accounting for effective cost management.
2	To enable learners to apply costing methods and tools in managerial decision-making and cost control.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Explain concepts of cost accounting and prepare a cost sheet for estimating total cost.
CO2	Apply: Prepare cost statement and tender sheet for price fixation.
CO3	Apply: Apply the process costing for cost ascertainment in manufacturing sectors.
CO4	Analyze: Analyze the cost data using marginal costing for business decisions.
CO5	Apply: Prepare the budgets using various budgeting techniques for cost planning and control.
CO6	Apply: Prepare the operating cost statement for fixation of service cost/ price.

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SYLLABUS

Unit I: Basics of Cost Accounting

Meaning of cost, costing, and cost accounting, Objectives and importance, Elements and classification of cost, Difference between cost and financial accounting,

Unit II: Output/ Unit Costing

Concept and importance of output costing. Preparation of Cost sheet and tender sheet.

Unit III: Process Costing

Meaning and application of process costing, Normal and abnormal loss/gain, Process account preparation (up to abnormal gain).

Unit IV: Marginal Costing and Break-even Analysis

Concept and importance of marginal costing, Break-even analysis and contribution, Applications in business decisions – make or buy, product mix, accepting special orders, and profit planning

Unit V: Budgeting Techniques and Cost Control

Meaning, types, and importance of budgets, Introduction to budgetary control, Simple flexible and cash budgets, Concept of zero-based budgeting

Unit VI: Operating Costing

Meaning, types, and importance of operating costing and transport costing (goods and passenger).

Text Books Recommended

1. Cost Accounting (6th Edition), Jawahar Lal & Seema Srivastava, Tata McGraw Hill
2. Cost Accounting (17th Edition), S.P. Jain & K.L. Narang, Kalyani Publishers
3. Cost Accounting (13th Edition), M.N. Arora, Vikas Publishing

Reference Books Recommended

1. Management Control System (1st Edition), Shekhar, Tata McGraw Hill.
2. Management Accounting Principles and Practice (1st Edition), Sharma R. K. & Gupta S. K., Himalaya Publishing House.
3. A textbook of Financial Cost and Management accounting (4th Edition), Dr. P. Periasamy, Himalaya Publishing House.

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									(Hrs.)
PCCBB202T	Business Economics	2	0	0	2	20	30	50	2

Sr. No.	Course Objective
1	To introduce the core concepts and practical relevance of business economics in decision-making.
2	To enable learners to apply economic principles in analyzing demand, production, and market structures.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Explain the theoretical framework of Business Economics for business decision-making.
CO2	Apply: Apply the law of demand and law of supply for ascertaining demand and supply of products.
CO3	Analyze: Categorize the types of production function for ascertaining organization's productivity.
CO4	Apply: Explain the types of market for determine the price of a product.

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Unit I: Introduction to Business Economics

Overview of economics in business life, Meaning and importance of business economics, Types of economies – Capitalist, Socialist, Mixed (with real-world examples), Concept of utility, Law of Diminishing Marginal Utility, Indifference Curve.

Unit II: Demand Basics and Business Forecasting

Law of Demand and its exceptions in real markets, Law of Supply, Types of demand elasticity and their impact on pricing and sales, Demand forecasting – why it's important and key methods used in business planning.

Unit III: Production and Cost Decisions in Business

Laws of production – variable proportions and returns to scale, Isoquants and Isocosts, Cost concepts – types of costs, short-run and long-run cost behavior, Economies and diseconomies of scale in business growth, Role of Technological Change in Production Economics.

Unit IV: Market Competition and Pricing Methods in Business

Market equilibrium and revenue concepts. Key traits of market types – perfect competition, monopoly, monopolistic competition, oligopoly, Price discrimination and pricing methods, Dynamic pricing in digital markets and e-commerce.

Text Books Recommended

1. Managerial Economics (8th Edition), D. N. Dwivedi, Vikas Publishing House.
2. Managerial Economics (7th Edition), Damodaran Suma, Oxford University Press.

Reference Books Recommended

1. Managerial Economics (4th Edition), Craig H. Peterson, W. Cris Lewis, Sudhir K. Jain, Pearson.
2. Economics (1st Edition), Paul A. Samuelson, William D. Nordhaus, Tata McGraw Hill.

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Sr. No.	Course Objective
1	To provide students with comprehensive knowledge and practical skills in managing information systems.
2	To analyze, design, and implement effective MIS solutions in various business contexts.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Explain the basic concepts, types, dimensions, and components of MIS.
CO2	Apply: Apply database management principles by setting up and managing DBMS packages, administration techniques.
CO3	Apply: Apply various Management Information System applications in business.
CO4	Evaluate: Evaluate project management objectives and methodologies for manage projects effectively.

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Unit I: Fundamentals concepts of MIS

Basics concepts of MIS/ Types of MIS, Dimension and components of IS, Benefits of MIS, IT infrastructure, and IT infrastructure evolution, Components of IT infrastructure, New approaches for system building in the digital firm era.

Unit II: Data base management system

Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration- Entity – Relationship (conceptual)

Unit III: Information system applications

MIS applications, DSS – GDSS - DSS applications in E enterprise – Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.

Unit IV: Managing Projects

Objectives of project management, Fundamentals of project management information systems with agile methodologies -Introduction of SCRUM, Roles and meetings, User stories, Project risk, Controlling risk factors, Ethical, social, and political issues in the information era.

Text Books Recommended

1. Management Information Systems: Managing the Digital Firm, (15th Edition), K. C. Laudon & J. P. Laudon, Pearson.
2. Database Systems: Design, Implementation, & Management, (14th Edition), Carlos Coronel & Steven Morris, Cengage Learning.

Reference Books Recommended

1. The Scrum Master Study Guide (1st Edition), Schiel, J.,Auerbach Publications.
2. The Scrum Master Guidebook: A Reference for Obtaining Mastery, (1st Edition), Patary, Chandan Lal
3. Scrum: The Art of Doing Twice the Work in Half the Time, (1st Edition), Jeff Sutherland, Stair, R., & Reynolds, G. Fundamentals of information systems. Cengage Learning.

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AECBB201T	English Language-Written Skills	2	0	0	2	20	30	50	2

Sr. No.	Course Objective
1	To develop students' foundational competence in English grammar, reading comprehension, and written communication.
2	To fostering critical thinking and the ability to respond to literary texts in academic and professional contexts.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Apply: Apply rules of grammar, vocabulary usage, and sentence construction to produce grammatically correct and coherent writing.
CO2	Apply: Apply reading strategies such as skimming, scanning, summarizing, and inference to comprehend and interpret a variety of texts.
CO3	Apply: Apply the principles of formal writing to create structured and effective business documents such as emails, resumes, notices, and letters.
CO4	Analyze: Analyze and respond to literary texts, identifying themes, tone, and message through structured short and long answer formats.

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Unit I – Functional Grammar

Tenses, Subject–Verb Agreement, Phrasal verbs, Active & Passive Voice, Direct & Indirect Speech.

Unit II - Reading Comprehension & Critical Thinking

Types of Reading: Scanning, Skimming, Extensive reading, Intensive reading, Reading and interpreting unseen passages (factual + inferential), Summarizing a paragraph (Précis Writing), Paraphrasing and inference building, Homonyms and homophones, Idioms.

Unit III - Written Communication: Business & Functional Writing

Basics of Formal Writing, Types of writing: (persuasive, descriptive, narrative, and expository), Writing Emails and Notices, Resume and Cover Letter Writing, Business Letters: (Enquiry and Response, Order Placement and Confirmation, Complaint and Adjustment).

Unit IV - Literary Appreciation & Response Writing

Prose: "*The Letter*" by Dhumaketu, Poetry: "*After Death*" by Kamala Das (Understanding theme, tone, and message)

Text Books Recommended

1. Communication Skills, Dr. Lalita Bisen, Dr. Bhumika Agrawal, and Dr. N. Thejo Kalyani. Edition 2021, Himalaya Publishing House, Nagpur
2. English Grammar and Composition, Wren & Martin, Revised Edition, S. Chand Publishing, 2018
3. The Letter, Dhumaketu. Prose. Edition 2021, Himalaya Publishing House, Nagpur.
4. After Death, Kamala Das. Poem. Edition 2021, Himalaya Publishing House, Nagpur.

Reference Books Recommended

1. Cambridge Grammar of English. A comprehensive guide spoken and written English Grammar and usage – Ronald Carter and Michael McCarthy, 1st edition June 2008, Cambridge University Press.
2. Technical Writing, Presentation Skills and Online Communication: Professional Tools And Insights – Raymond Green law 1st edition March 2012, IGI Global.
3. Business Communication, Meenakshi Raman and Sangeeta Sharma, 4th Edition, Oxford University Press, 2020



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VSCBB201P	IT Skills-Computerized Accounting	0	0	4	2	50	-	50	-

Sr. No.	Course Objective
1	To develop practical skills in computerized accounting using standard accounting software.
2	To enable students to record, process and report financial transactions digitally with accuracy and compliance.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Explain the basic features and functions of computerized accounting systems.
CO2	Apply: Record business transactions using different accounting software.
CO3	Analyze: Generate reports such as ledgers, trial balance, profit and loss account, and balance sheet.
CO4	Evaluate: Verify the data accuracy and troubleshoot common issues in digital accounting.

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Unit I: Basics of Computerized Accounting

Introduction to computerized accounting system, Comparison between manual and computerized accounting, Overview of popular software: Tally, Zoho, QuickBooks, Installation and setup of software.

Unit II: Company Creation and Ledger Accounting

Company creation and configuration, Creating chart of accounts, Grouping of ledgers, Recording basic accounting vouchers – receipt, payment, contra, journal, debit note, credit note.

Unit III: Inventory and Taxation Modules

Inventory creation – stock groups, items, units, GST setup, Recording purchase and sales transactions, Generating GST-compliant invoices, Configuring and applying tax rules.

Unit IV: Financial Statements and Report Generation

Generating trial balance, P&L statement, balance sheet, cash flow, and ratio analysis, Data backup, security, and export, Practice on real-time case entries and project assignments.

Text Books Recommended

1. Computerized Accounting using Tally ERP – A. K. Nadhani, BPB Publications
2. Tally ERP 9 for Beginners – Kogent Learning Solutions Inc., Dreamtech Press
3. Computerized Accounting System – S. Nayak & S.K. Paul, Kalyani Publishers

Reference Books Recommended

1. Manual of Computerized Accounting – Rajan Chougule, Vision Publications
2. Practical Guide to Computerized Accounting – V.K. Jain, Sahitya Bhawan Publications

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VECBB201T	Environment Studies	2	0	0	2	50	-	50	-

Sr. No.	Course Objective
1	To promote awareness in students about environment and its components
2	To understand importance of sustainability, pollution control and disaster management 3. To create awareness about laws for environmental protection and its safeguard

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Remember: To recall basic components of environment and types of natural resources
CO2	Understand: To understand types of ecosystems and importance of biodiversity
CO3	Understand: To classify various types of pollution and study their effects on life, vegetation and materials
CO4	Apply: To relate the information on environmental policies and apply it for sustainable practices

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Unit I: Fundamentals of Environment and Natural Resources

Definition, scope, importance, and need of environmental studies, Components and types of natural resources, Renewable and non-renewable resources, Use and exploitation of resources: forest, water, mineral, food, energy, and land, Conflicts and concerns related to resource use, Role of individuals in resource conservation and promoting sustainable lifestyles

Unit II: Ecosystems and Biodiversity

Concept, structure, and function of ecosystems, Roles of producers, consumers, and decomposers Energy flow, ecological succession, food chains, food webs, and ecological pyramids, Types of ecosystems: forest, grassland, desert, aquatic, Levels and value of biodiversity: genetic, species, ecosystem, India as a mega diversity nation, Hot spots, threats to biodiversity, endangered and endemic species, In-situ and exsitu conservation strategies

Unit III: Environmental Pollution, Hazards, and Disaster Management

Types, causes, effects, prevention, and control of pollution: air, water, soil, marine, noise, thermal, and nuclear, Solid waste and e-waste management strategies, Role of individuals in prevention of pollution, Case studies on different types of pollution, Disaster management strategies for floods, earthquakes, cyclones, tsunamis, and landslides, Case studies on major nuclear disasters: Hiroshima, Chernobyl, Fukushima.

Unit IV: Environmental Policy, Sustainable Practices, and Human Impact

Transition from unsustainable practices to sustainable development, Urban environmental problems: energy, planning, water conservation, rainwater harvesting, watershed management, Resettlement and rehabilitation issues and related case studies, Environmental ethics and global environmental issues: climate change, global warming, acid rain, ozone depletion, Possible solutions to climate-related problems, Nuclear and radiation accidents, Environmental legislation: EPA, Air Act, Water Act, Wildlife Protection Act, Forest Conservation Act, Issues in enforcement and public awareness, Wasteland reclamation, consumerism, and waste product management, Human population growth and variations among nations, Environmental health and role of education, NGOs, NSS, and IT in environmental protection.

Text Books Recommended

1. Handbook of Food and Nutrition, Dr. Swaminathan, 15t Edition, 2018, Bappco Press
2. A Health and Wellness Handbook, Advika Singh, 1\$t Edition, 2021, Notion Press
3. An Introduction To Indian Art Part 1 and 2, NCERT Text book (XI, XII)



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Course Code	Course Title	Hours/Week			Credits	Maximum Marks			ESE
		L	T	P		Continuous Evaluation	End Sem. Exam	Total	Duration (Hrs.)
SECBB201T	Business Etiquettes and Mannerisms	2	0	0	2	50	-	50	-

Sr. No.	Course Objective
1	To develop an understanding of global social and business etiquette across cultures
2	To equip learners with appropriate behavioral skills and protocol for international communication and professional interactions

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Explain the concept and significance of business etiquette in the 21st-century workplace.
CO2	Apply: Identify and apply appropriate workplace behaviors including personal appearance, posture, gestures, and facial expressions.
CO3	Apply: Apply best practices for email structure, response etiquette, and privacy considerations in business communication.
CO4	Apply: Apply voicemail and cell phone etiquette in various professional scenario

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SYLLABUS

Unit I: Business Etiquettes- An Overview

Significance of Business Etiquettes in 21st Century Professional Advantage; Need and Importance of Professionalism

Unit II: Workplace Etiquette

Etiquette for Personal Contact- Personal Appearance, Gestures, Postures, Facial Expressions, Eye-contact, Space distancing.

Unit III: E-Mail Etiquette

Significance of Netiquette, E-mail: Way of professional communication, Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy

Unit IV: Telephone Etiquette

Telephone Communication Techniques -Placing Telephone calls, Answering Calls, Transferring Calls, Putting Calls on Hold, Taking Messages, Handling Rude Callers, Tactful Responses, Leaving Professional Messages; Developing Cell Phone Etiquettes; Voicemail Etiquette; Telephonic Courtesies

Text Books Recommended

1. Global Business Etiquette: A Guide to International Communication and Customs , (2nd Edition), Jeanette S. Martin & Lillian H. Chaney, Praeger
2. Business Etiquette and Protocol: Professional Development for Success, (1st Edition), Carol Bennett, South-Western Cengage Learning

Reference Books Recommended

1. The Essentials of Business Etiquette, (1st Edition), Barbara Pachter, McGraw Hill
2. International Business Etiquette, (1st Edition), Ann Marie Sabath, Career Press

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		L	T	P		Continuous Evaluation	End Sem. Exam	Total	Duration (Hrs.)
OECCBB201T	Business Statistics	2	0	0	2	20	30	50	2

Sr. No.	Course Objective
1	The course will equip the learner to understand the various statistical tools used in decision making.
2	The course will help to solve complex business problem by process simplification.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Explain the basic concept of business statistics to make effective business decisions.
CO2	Apply: Apply the central tendency techniques for solving business problems.
CO3	Analyze: Calculate dispersion using various method for data analysis.
CO4	Apply: Establish relationship between two variables using correlation & Regression for decision making.

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SYLLABUS

Unit I: Introduction to Statistics

Meaning, Scope, Importance and Limitation of Statistics, Classification and tabulation of data, frequency distribution, diagrams and graphs.

Unit II: Central Tendency

Meaning, Scope, Importance and Limitation of Statistics, Arithmetic Mean, Median and Mode.

Unit III: Dispersion

Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variance.

Unit IV: Correlation & Regression Analysis

Introduction of Correlation, Karl Pearson Correlation Co-efficient, Rank Correlation; Introduction to Regression, Method of Regression Analysis, Regression Coefficient.

Text Books Recommended

1. Business Statistics (2nd Edition), J. K. Sharma, Pearson.
2. Business Statistics (2nd Edition), G. C. Beri, Tata McGraw Hill.

Reference Books Recommended

1. Statistics for Management (8th Edition), Levin, Rubin, Prentice Hall India.
2. Methodology of Research (1st Edition), Krishnaswami, Rangantham, Himalaya Publishing House.
3. Statistics for Management (8th Edition), Richard I. Levin, David S. Robin, Masood Hussain Siddiqui, Pearson.



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OECCBB202T	Human Psychology	2	0	0	2	20	30	50	2

Sr. No.	Course Objective
1	To understand the basic principles of human psychology and their application in day to day life.
2	To recognize the importance of psychology in understanding human behavior, thinking, emotions and motivation in the business world.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Describe the fundamentals of human psychology and its relevance in business.
CO2	Apply: Explain how people grow, learn, and get motivated in different life stages.
CO3	Apply: Apply basic psychological concepts to improve self-awareness and interpersonal skills.
CO4	Create: Develop better teamwork, leadership, and communication skills through psychological insights.

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Unit 1: Introduction to Psychology

Meaning and importance of Psychology, Branches of Psychology (Educational, Social, Organizational, Clinical) – brief overview, Role of Psychology in Business & Management.

Unit 2: Human Growth and Development

Stages of Human Development (Childhood, Adolescence, Adulthood), Factors affecting growth: biological, social, cultural, Personality: meaning, traits, and types (introvert, extrovert, ambivert), Perception, Attention & Emotions.

Unit 2: Learning and Motivation

Meaning of learning & types of learning (classical, operant, and observational – in simple form), Motivation: definition, importance in daily and work life, Basic Theories of Motivation (Maslow’s Hierarchy of Needs, Herzberg’s Two-Factor Theory), Role of motivation in workplace and leadership.

Unit 4: Group Behavior & Social Psychology

Human behavior in groups, Teamwork, cooperation, and competition, Communication and interpersonal relations, Basic introduction to attitude and attitude change.

Text Books Recommended

1. The psychology of groups, (5th Edition), Forsyth, D. R., & Hoyt, C. L., Routledge.
2. Introduction to psychology (7th Edition), Morgan, C. T., King, R. A., Weisz, J. R., & Schopler, J., McGraw-Hill Education.

Reference Books Recommended

1. Social psychology (13th Edition), Myers, D. G., McGraw-Hill Education.
2. Organizational behavior (18th Edition), Robbins, S. P., & Judge, T. A., Pearson Education.
3. Psychology and work today (11th Edition), Schultz, D. P., & Schultz, S. E., Routledge.

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CCBB201	Liberal Learning	1	0	2	2	50	-	50	-

Sr. No.	Course Objective
1	To promote a healthy lifestyle and wellbeing
2	To develop an understanding and interest in areas of fine arts and cultural activities.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Explain the concepts of Holistic health and wellbeing.
CO2	Understand: Explain the importance of food and nutrition for holistic health.
CO3	Apply: Develop original art works using various techniques and styles of fine arts.

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Unit 1: Health & Wellness

Components of Wellness, Health as a Holistic Concept (Mental, Physical, Social and Emotional Health), Traditional Sports and Games for promoting Wellness

Unit 2: Food & Nutrition

Basic concepts of Food, Nutrition and Nutrients: Classification of Food and Classification of Nutrients.

Principles of hygienic handling and storage of food and food adulteration.

Concept of Meal Planning, factors affecting Meal Planning, Planning balanced meals for self and family.

Testing for adulteration.

Unit III: Fine Art and Cultural Activities

Overview of Fine Arts disciplines: Painting, Sculpture, Photography, Calligraphy.

Influential Artists (Indian & Western) - M. F. Hussain, Amrita Shergill, Raja Ravi Verma, Leonardo da Vinci, Vincent Van Gogh, Michelangelo, Creation of an original artwork using any style / multimedia

History of Music and Dance Presentation through Fine arts/ Performing arts to spread a social message.

Text Books Recommended

1. A Health and Wellness Handbook, Advika Singh, 1st Edition, 2021, Notion Press
2. Handbook of Food and Nutrition, Dr. Swaminathan, 15t Edition, 2018, Bappco Press
3. An Introduction To Indian Art Part 1 and 2, NCERT Text book (XI, XII)

Revision	BOS Meeting	Date	w.e.f. Academic Year
-	11	18/07/2025	2025-26