

**Integral University, Lucknow**  
**Department of Commerce & Business Management**  
**Study and Evaluation Scheme**  
**Choice Based Credit System**  
**BBA**  
**W.e.f. Session 2020-21**

YEAR-I

SEMESTER-I

S.N.	Course Category	Course Code	Subject	Period (Per Week)			Credit C	Evaluation Scheme				
				L	T	P		Sessional(CA)			Exam ESE	Subject Total
							UE	TA	Total			
1	Core	BM110	Principle of Business Management	3	1	0	4	40	20	60	40	100
2	Core	BM111	Applied Macro Economics	3	1	0	4	40	20	60	40	100
3	Core	BM112	Introduction to Organizational Behaviour	3	1	0	4	40	20	60	40	100
4	Core	MT104	Business Mathematics	3	1	0	4	40	20	60	40	100
5	Core	LN104	Essential Professional Communication	3	1	0	4	40	20	60	40	100
6	Core	CS103	Introduction to Computer	2	1	0	3	40	20	60	40	100
7	Core	CS104	Introduction to Computer Lab	0	0	4	2	40	20	60	40	100
<b>TOTAL</b>				<b>17</b>	<b>6</b>	<b>4</b>	<b>25</b>	<b>280</b>	<b>140</b>	<b>420</b>	<b>280</b>	<b>700</b>

L=Lecture, P=Practical, T=Tutorials, C=Credit, UE=Unit Exam, TA=Teacher Assessment, ESE=End Semester Examination

Sessional Total(CA)=UE+TA

Subject Total=Sessional Total(CA)+End Semester Exam (ESE)

## BBA - I YEAR SEMESTER – I

Course Code: **BM110**

Title of The Course: **Principle of Business Management**

Pre-Requisite: NONE

Co-Requisite :NONE

L	T	P	C
3	1	0	4

**Objective:** To enable the students to understand the principles of management thought and applying the same in practice.

Course Outcomes	
<b>CO 1</b>	To demonstrate management which combines the features of both science and art.
<b>CO 2</b>	To enable the students to learn various function of management.
<b>CO 3</b>	To explain the various which laid the foundation of management.
<b>CO 4</b>	To examine the importance of the planning process
<b>CO 5</b>	To recognize the leadership meaning and styles and discuss the importance & different theories of motivation.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Management	Introduction and Nature of Management, Definition & Meaning-By P. F. Drucker, Koontz O' Donnel, S. George, Management as an Art, Science and Profession, Distinction between Administration and Management, Importance & Functions of Management	10
2	Evolution of Management	Evolution of Management- Thought, Pre Scientific Management era, Scientific Management & Contribution of F. W. Taylor, Process Management & contribution of Henri Fayol, HR movement - Hawthorne experiments, Contributions of Behavioral scientists- Abraham Maslow, Peter Drukker, Douglas Mc. Gregor	10
3	Planning and Decision Making	Nature & Definition of Planning- Koontz o'Donnel, Hart, Alfred & Beaty, Importance and limitations Planning process, Types of Plans- on the basis of use, functions, time (meaning only), Meaning of Decision making, Steps in decision making, Types of decisions-Programmed-Non-programmed; Strategic-tactical, Individual-Group, Policy-Operation, Organizational-Personal	10
4	Organizing & Departmentation	Meaning & Definition- Koontz O'Donnell & McFarland, Organizing - Nature, Purpose & Principles, Types of Organization (Formal & Informal), Types of Authority relationships- Line, Functional, Line& staff, Committees, Meaning and types of Departmentation, Centralization and De-centralization (Meaning Only)	8
5	Elements of Directing, Coordination and Control	Meaning & Importance of Directing, Leadership: Meaning & Styles, Motivation: importance & Theories (Maslow, Herzberg. Mcgregor), Communication Meaning, Objectives & Types of communication, Meaning, Principles and techniques of Co-ordination, Meaning, Need & steps in Controlling	7

### References Books:

Stoner, Freeman and Gilbert Jr. ; Management Prentice Hall of India New Delhi, Latest edition .

Gupta C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi, Latest edition

Koontz Koontz & O'Donnell & Weirich, Essentials of Management,;Tata McGraw HillJames & Freeman Edward: Stoner Publishing Company, Latest edition

VSP Rao, V Hari Krishna- Management Text and Cases, Excel Books, Edition, Latest edition.

Edition Mar 22, 2012. Rao & Harikrishna: L M Prasad. Latest edition

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
<b>CO1</b>	1	1	1	-	1	1	-	1	1	1	-
<b>CO2</b>	2	2	-	1	-	1	1	1	-	-	1
<b>CO3</b>	1	1	1	2	1	-	-	1	1	-	1
<b>CO4</b>	2	2	1	-	1	-	1	1	-	-	-
<b>CO5</b>	1	1	-	1	1	-	1	1	1	-	1

**BBA - I YEAR SEMESTER – I**

Course Code: **BM111**  
Pre-Requisite: NONE

Title of the Course: **APPLIED MACRO ECONOMICS**  
Co-Requisite: NONE

L	T	P	C
3	1	0	4

**Objective:** The objective of this course is to make the students aware of crucial macro-economic variables like the level of income, employment, prices, investment, consumption, money supply and trade. It also aims to equip the students with a fundamental knowledge of the macro economics on the basis of which policy decision can be analyzed and business decisions can be made.

Course Outcomes	
<b>CO 1</b>	To demonstrate the understanding and application of the concept of macroeconomics, evaluate and analyze national income and macro equilibrium.
<b>CO 2</b>	To demonstrate the understanding, application and analysis of consumption and its theories.
<b>CO 3</b>	To demonstrate the understanding, application and analysis of investment and its determinants.
<b>CO 4</b>	To demonstrate the understanding, application and analysis of multipliers, BOP and exchange rate determinants.
<b>CO 5</b>	To demonstrate the understanding, application, analysis and evaluation of inflation and its stabilization policies and money and its theories.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Macroeconomics: meaning, nature and scope. Basic concepts used: stock and flow variables, partial and general equilibrium, static and dynamic analysis. Economy as a circular flow of income and expenditure. National income accounting; Concepts and measurement through double entry, sectoral accounting and matrix approaches. Classical theory of output and employment, Say's law of markets. Keynesian theory of income determinants, determinants of macro equilibrium with aggregate demand and aggregate supply, functions under employment equilibrium, IS-LM framework.	10
2	Theory of Consumption	Consumption: Meaning determinants and importance. Theory of consumption: absolute income hypothesis, relative income hypothesis, permanent income hypothesis, life cycle hypothesis.	8
3	Theory of Investment	Types of investment determinants of investment, marginal efficiency of capital, net present value, internal rate of return, interest rate determination, classical, Neoclassical and Keynesian theories.	7
4	Theory of Multiplier	Income generation in a static and dynamic setting, tax multiplier, foreign trade multiplier, Balanced budget multiplier, leakages from multiplier, relevance of multiplier to developing countries, balance of payments and exchange rate determination.	10
5	Inflation and Theory of Money	Inflation: meaning, types, and theories. Stabilization policies: monetary and fiscal policies. Money its function and role: quantity theory of money, fisher and cambridge equations, keynes views about money and prices.	10

**References Books:**

- DeLong, J.B., Macroeconomics, Burr Ridge: McGraw-Hill Higher Education, Latest edition.
- Dwivedi, D.N., (2010). Macroeconomics: Theory and Policy, Latest edition, Mc Graw-Hill.
- Dornbusch, R., Fischer, S. and Startz, R., Macroeconomics, Latest edition, New York: McGraw- Hill, 2004.
- Mankiw, N.G., Macroeconomics, Latest edition. New York: Worth, 2003.
- Ackley, G., Macroeconomic Theory, New York: Collier-Macmillan, 1966

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
<b>CO</b>											
<b>CO1</b>	3	2	1	1	1	2	-	3	2	1	2
<b>CO2</b>	2	1	1	3	1	-	1	1	1	2	1
<b>CO3</b>	1	2	1	1	2	3	-	1	2	2	3
<b>CO4</b>	3	2	1	2	1	1	-	1	2	1	2
<b>CO5</b>	3	1	2	1	2	1	1	2	1	2	1

**BBA - I YEAR SEMESTER – I**

Course Code:**BM112** Title of The Course : **INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR**

Pre-Requisite:NONE Co-Requisite :NONE

L	T	P	C
3	1	0	4

**Objective :** To familiarize and acquaint the student with basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the changing global scenario.

Course Outcomes	
<b>CO 1</b>	To understand the various issues related to organizational behavior, would be able to know perceptual effects.
<b>CO 2</b>	To understand understanding of cognitive , affective and psychomotor components, would be able to establish link between different components of attitude.
<b>CO 3</b>	To understand a description of motivational theories, would be able to explore alternate description and implementation using various theories.
<b>CO 4</b>	To understand all the aspects affecting the organization, would be able to know the real cause and analyze the reasons for the nonperformance in the organization.
<b>CO 5</b>	To understand an overall view of the functioning of the organization, would be able to investigate the reasons of the egostates.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Introduction: meaning of organizational behavior, nature of organizational Behavior theories of organizational behavior, organizational setting, individual behavior in organization: understanding self,perception.	10
2	Learning	Learning and its theories attitudes, personality: meaning, self concept, self- esteem, major determinants of personality organizational development: concept of OD, phases of OD and OD interventions, limitations of OD interventions ,concept of morale and job satisfaction .	7
3	Organizational Culture	Concept, functions, socialization; creating and sustaining culture, importance of psychological process of motivation, salient motivation tools, motivation; types of motivation, theories of work motivation,managing Conflict-sources, types, process and resolution of conflict, managing across cultures; empowerment and participation.	8
4	Group behavior in organization	Group dynamics, types of groups, stages of group development, theories of group formation; building and managing effective teams, dynamics of managerial leadership: leadership styles,.	10
5	Organizational Development Process:	Management of change, organizational development Process, team building, inter-personal behavior in organization: johari window, transactional analysis, types of transactions, life positions,ego states.	10

**References Books:**

DeLong, J.B., Organizational Behaviour, Burr Ridge: McGraw-Hill Higher Education -Latest edition.

Prasad, L.M.; Organizational Behaviour, Sultan Chand & Sons -Latest edition.

Stephen P., Robbins; Organizational Behaviour; "Prentice Hall of India Pvt. Ltd.", New Delhi- Latest edition.

Luthans, Fred; Organizational Behaviour, Tata McGraw Hill, New Delhi- Latest edition.

Dwivedi, D.N., (2010). Organizational Behaviour Theory and Policy-Latest edition, Mc Graw-Hill

PO-PSO											
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
<b>CO1</b>	3	1	2	-	1	1	2	2	2	1	2
<b>CO2</b>	2	2	3	1	-	3	1	2	-	-	1
<b>CO3</b>	1	-	2	3	1	1	-	1	2	1	2
<b>CO4</b>	2	3	1	2	2	-	2	1	-	2	3
<b>CO5</b>	-	1	-	3	2	2	1	-	1	1	-

**BBA - I YEAR SEMESTER – I**Course Code: **MT104** Title of The Course: **BUSINESS MATHEMATICS****Pre-Requisite:**NONE **Co-Requisite:**NONE

L	T	P	C
3	1	0	4

**Objective:**The objective of the course is to teach the learner basic mathematical concepts with emphasis on business applications.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	General Concepts	Number system:classification;Set Theory:concept,types,operations,applications,Venn diagram	8
2	Algebra Concepts	Equations:linear,quadratic,cubic;Permutations and combinations;Series:Arithmetic,Geometric and harmonic,General idea of infinite series.	10
3	Calculus Concepts	Calculus:basic differentiation & integration(excluding trigonometric,inverse trigonometric logarithmic and exponential); maxima and minima; Functions and its types; General idea of limits and continuity (basic).	9
4	Matrices Concepts	Matrices:types,addition,subtraction,multiplication and its applications to business,Determinants and its properties	10
5	Arithmetic Concepts	Simple and compound interest; Ratio and proportions; Profit and loss; Percentage and discount.	8

**References Books:**

SanchetiandKapoor,BusinessMathematics,(Reprint 2007),SultanChandandSons,NewDelhi

Raghavachari.M,MathematicsforManagement,(NewEdition),TataMcgrawHill,NewDelhi,2007

Aggarwal,R.S,Arithmetics(SubjectiveandObjective)forCompetitiveExamination,(2008),SultanChandandSons,NewDelhi.

VSPRao,VHari Krishna-Mathematics, ExcelBooks,Edition,2011.

Dr.ShagunPrasad,V.RamaRao-Mathematics,HP Publication2nd,Edition,2011.

## BBA - I YEAR SEMESTER – I

Course Code: **LN104** Title of The Course: **ESSENTIAL PROFESSIONAL COMMUNICATION**

**Pre-Requisite:** NONE **Co-Requisite:** NONE

L	T	P	C
3	1	0	4

**Objective :** At the end of this course, students will be able to familiarize with business communication, types of communication, Business Correspondence, and Business Report Writing.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Professional Communication	Professional Communication: It's meaning and importance, Essential of Effective Communication, Barriers of Effective Communication, The Cross cultural Dimensions of Professional Communication	8
2	Language through Literature	<b>Essays</b> The Effect of the Scientific Temper on Man: by Bertrand Russell.—Theims of Science and Humanities by Moody E.Prior <b>Short Stories</b> —The Meeting Pool by Ruskin Bond —The Potrait of a Lady by Khushwant Singh	8
3	Basic Vocabulary	Euphemism, One word Substitution, Synonyms, Antonyms, Homophones, Idioms and Phrases, Common mistakes, Confusable words and expressions, Portmanteau words, Foreign words and expressions.	8
4	Basic Grammar	Articles, Prepositions, Tenses, Concord (Subject-Verb agreement), Modal Auxiliaries, Verbs: It's kind and Uses, Degree of Comparison, Punctuation.	8
5	Basic Composition	Report writing: What is a report? Kinds and objectives of reports, writing reports. Business Letter writing: Introduction to business letters, types of business letters, Layout of business letters, Letter of inquiry/Complaint.	8

### References Books:

Lata, Pushp & Kumar, Sanjay. Communication Skills, Oxford University Press-2012.

Quintanilla, Kelly M. & Wahl, Shawn T. Business and Professional Communication, Sage Publications India Pvt Ltd.-2011

Juneja, Omp & Majumdar, Aarati. Business Communication: Techniques and Methods, Orient Blackswan-2010

Arora V.N. & Chandra, Laxmi. Improve your writing from Comprehensive to effective writing, Oxford University Press-2010 (For prescribed essays- —The effect of the Scientific Temper on Man by Bertrand Russell & -The Aims of Science and Humanities by Moody E.Prior.

Mukherjee, Meenakshi. Let's Go Home and Other Stories, Orient Black Swan-2009 (For the prescribed short stories-the Meeting Pool by Ruskin Bond,-The Portrait of a lady by Khushwant Singh.

**BBA- I YEAR SEMESTER –I**

Course Code: **CS103** Title of The Course :**INTRODUCTION TO COMPUTER**

Pre-Requisite:NONE Co-Requisite:NONE

L	T	P	C
2	1	0	3

**Objective:**To gain the knowledge of basic computer and computer program uses to the budding manager's.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Computer Fundamentals	What is a computer? Components of a computer system.Classification of computers.Types of computers.Brief history of evolution of computers and generation of computers.Computer hardware and software.Input/Output devices.	6
2	DOS	Elementary knowledge of DOS commands DIR,CLS,DATE,TIME,MD,CD,RD,RENAM,DEL,BACKUP,RESTORE, COPY,SCANDISK, CHKDSK	7
3	Windows	Difference between windows and DOS. Basic Features - Date, Time, Time Zone,Display, Screen saver, Fonts, Mouse, and mouse pointers. Using accessories such as calculator, paint brush, CD player, etc. Use of Windows Explorer for moving and copying files.Introduction to MS-Office and its integrated nature.	8
4	MS-Word	Starting Word, new documents, entering text, changing text, aligning, underlining,and justifying text. Use of tabs. Tables - creation, adding rows and columns,splitting, and combining cells, Borders. Saving, closing, and operating documents.Adding headers and footers. Print preview, and printing a document. Mail merge:creating main document and data source. Adding and removing fields from data source.	7
5	Power Point Presentation software)	Basic concept of presentation software. Standard, Formatting, and drawing tool bars in power point and their use.Creating and opening a presentation.Creating, deleting, opening, and copying slides .Closing and saving a presentation.Use of slide sorter, adding header/footer. Use of master slides and color box. Use of animation features. Inserting pictures, re-sizing pictures. Inserting organization chart.Use of auto content wizard	7

**References Books:**

A first Course in Computers:Saxena, Vikas Publishing House,2012.

P.Subbarao Computers and managers.SahityaBhawanPublication3<sup>rd</sup>Edition2017

Dr.Suresh Singh Computer and Organization.PHPublication2009.

Dr.Dinesh Thakur.Computer Corporate:Jingle publication; 2011

Dr.Saheba Husain:A Computer Education:,Vinod Publication.2008

## BBA- I YEAR SEMESTER –I

Course Code: **CS104** Title of The Course :**INTRODUCTION TO COMPUTER LAB**

Pre-Requisite:NONE Co-Requisite:NONE

L	T	P	C
0	0	4	2

**Objective:** To gain the knowledge of basic computer and computer program uses to the budding manager's.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	DOS commands	DIR,CLS,DATE,TIME,MD,RD,CD,RD,RENAME,DEL,BACKUP,RESTORE,COPY,SCANDISK,CHKDSK,COPYCON,CD\,CD...,MOVE,FORMAT,TREE,EXIT. <b>Exercise-</b> Create a directory and make a file in this directory. Rename the file and folder & move the file in an other drive.Copy a file from one directory to an other directory.Delete file and folder.Find the detail of any directory.Format a drive Show all the directories using TREE command.	7
2	Windows Basic Features	Date,Time, Time Zone, Display,Screen Saver, Fonts, Mouse pointers,calculator,Paint Brush <b>Exercise-</b> Set date and time of the computer.Set screen saver on the computer after 2minutes if not in use. Change font size of the system from normal to extra large.Change the mouse pointers.Findthepercentageofyourmarksusingsystemcalculator.Create Indian flag using paint brush.	9
3	MSWORD	New document, Entering & changing text,Aligning,Justifying,Bold,Italics,Underline.Borders& Shading. Table-Creation, Adding rows & columns, splitting & combining cells. Headers &Footers. <b>Exercise-</b> <ul style="list-style-type: none"> <li>➤ Make a file using Bold,Italic and underline.</li> <li>➤ Set alignments (left,right&amp;center)</li> <li>➤ Create a file and use format painter.</li> <li>➤ Insertatablein afileandapplybulletsandnumbersinrowsandcolumns</li> <li>➤ Insert header and footer in a document,alignment of text in header and footer and insert a l page number,total number of pages &amp; date.</li> <li>➤ Apply water mark(text)in a document.</li> <li>➤ Apply borders and shading in a page.</li> <li>➤ Replace AT with@using auto correct.</li> <li>➤ Apply superscript and subscript wherever required in the document.</li> <li>➤ Insert picture and text in a text box.</li> <li>➤ Create a diagram or organization chart in a document.</li> <li>➤ Save an existing file with a different name and different location.</li> <li>➤ Create a document and set line spacing.</li> </ul>	10
4	Mailmerge	Creation of main document & data source,Adding & Removing fields from data source <b>Exercise-</b> <ul style="list-style-type: none"> <li>➤ Writealetterforinviting60peopleusingmailmergewithminimum4fields(name,address,phone number, e-mail ID).</li> <li>➤ Add one more field of your choice and remove the address field.</li> <li>➤ Rename phone number field with contact number.</li> </ul>	10
5	MSPOWERPOINT	<b>MS</b> Creating presentation,Adding slides.Applying design templates.Master slide. Adding special effects. <b>Exercise-</b> <ul style="list-style-type: none"> <li>➤ Create a power point presentationof5slidesusingcustomanimation.</li> <li>➤ Insert2slidesintheexistingpresentation and change their background color</li> <li>➤ Insert a chart and a picture in second slide.</li> <li>➤ Show the use of master slide and duplicate slide.</li> <li>➤ Prepare a slide showing slide transition</li> </ul>	9

### References Books:

A first Course in Computers: Saxena,Vikas Publishing House,2012.

P.Subbarao Computers and managers.SahityaBhawanPublication3<sup>rd</sup>Edition2017

Dr.Suresh Singh Computer and Organization. PH Publication 2009.

Dr.Dinesh Thakur.Computer Corporate:Jingle publication;2011

Dr.Saheba Husain:A Computer Education:,Vinod Publication.2008