

Integral University

DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT

PROGRAMME: BBA

PROGRAMME SPECIFIC OUTCOMES (PSO):

- Graduates can join a professional career in fields of banking, finance service, research and consultancy in private as well as Govt. owned companies of repute in India and abroad.
- Enable students to take up higher education such as MBA, MFC and other professional courses to become business professionals, researchers, consultants and teachers with core competencies and skills
- Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.
- Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO):

- To provide basic infrastructure and instructional facilities to the students to imbibe in them knowledge of Commerce and Management subject's basic principles and practices.
 - To sharpen the inbuilt skill of the students to match with Global Graduates & Post Graduates in the area of Commerce and Management along with producing corporate managers.
 - To provide on the job training to the students to get industrial exposure and acquaintance to the real life business situations.
 - To acquaint students with modern teaching pedagogy by teaching case studies and organizing brainstorming sessions.
- Organizing curricular and co-curricular activities for developing multifaceted growth and development of personality of students.
- To teach values and ethics of Management and Corporate Social Responsibility of business to meet the current day national and global corporate challenges.

PROGRAMME OUTCOMES (PO):

- To produce Commerce and Management graduates equipped with modern communication skills.
- To develop philosophical, legal and ethical awareness to solve the present day problems prevalent in the society.
- Updating Information Technology development by equipping the students with newer ICT mechanism.
- Inculcate the habit of living in groups by forming association/councils for the individual and social causes as well as to organize different functions during the program period.
- To impart ecological and environmental subjects for developing and understanding of health and hygiene by striking a balance between professional job culture and living conditions.
- Apply concept of Commerce & Management subject in developing critical thinking for taking rational decision to solve day to day problems by minimizing uncertainties.

Integral University, Lucknow
Department of Commerce & Business Management
STUDY & EVALUATION SCHEME
Choice Based Credit System
B.B.A
w.e.f. Session 2020-21

Total Credit: 144

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	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
TOTAL				17	6	4	25	280	140	420	280	700

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 TitleofTheCourse:PrincipleofBusinessManagement Approved On :23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite:NONE Co-Requisite :NONE

Objective : The course aims at providing fundamental knowledge and exposure to the concepts, theories and practice in the field of management.

Course Outcomes	
CO 1:	To understand key functions in management as applied in practice and also throw light on development of management thoughts.
CO 2:	To understand in more specific management related areas from planning and also the role of MBO and decision making in setting organizational objectives.
CO 3:	To understand about the principle of organization and also the role of authority and responsibility in different organizational structure.
CO 4:	To understand about the importance of staffing and also the role of leadership and motivation in an organization
CO 5:	To understand the importance of controlling in Management and how different control techniques are used for effective performance.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Concept , nature, process and significance of management , managerial levels, skills, functions and roles, management v/s administration, coordination as essence of management , development of management thought: classical, neo-classical, behavioural , system and contingency approaches.	10
2	Planning	Nature, scope and objective of planning ; types of plans : planning process, business forecasting; MBO ; concepts , types, process and techniques of decision -making; Bounded Rationality.	10
3	Organizing	Concept, nature, process and significance ; Principle of an organization : Span of control; Departmentation types of an organization; Authority -Responsibility; Delegation and Decentralization; Formal and Informal Organization.	10
4	Staffing	Concepts, nature and importance of staffing. Motivating and Leading : Nature and importance Concepts, nature and importance of staffing. Motivating and Leading : Nature and importance of Leadership- meaning and importance; traits of a leader; Leadership Styles - Likert's system of management Tannenbaum & Schmidt Model and Managerial Grid	8
5	Controlling	Nature and scope of control; types of control, control process, control techniques - traditional and modern; Effective control system.	7

References Books:

Stoner, Freeman and Gilbert Jr. ; Management Prentice Hall of India New Delhi, 2003

Gupta C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003

Koontz Koontz & O'Donnell & Weirich, Essentials of Management, :Tata McGraw HillJames & Freeman Edward: Stoner Publishing Company,2011

VSP Rao, V Hari Krishna- Management Text and Cases, Excel Books, Edition, 2011.

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

BBA - I YEAR SEMESTER – I

Course Code: BM111

Title of The Course : MACROECONOMICS Approved On :23/05/2015

Pre-Requisite:NONE 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 economy on the basis of which policy decision can be analyzed and business decision scan be made.

Course Outcomes	
CO 1:	To demonstrate the understanding and application of the concept of macroeconomics, evaluate and analyze national income and macro equilibrium.
CO 2:	Todemonstratetheunderstanding, application and analysis of consumptionanditstheories.
CO 3:	Todemonstratetheunderstanding, application and analysis of investmentanditsdeterminants.
CO 4:	Todemonstratetheunderstanding, application and analysis ofmultipliers, BOP and exchange rate determinants.
CO 5:	Todemonstratetheunderstanding, application, analysis and evaluation of inflationanditsstabilizationpoliciesandmoneyanditstheories.

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
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References Books:

DeLong, J.B., Macroeconomics, Burr Ridge: McGraw-Hill Higher Education, 2015.

Dwivedi, D.N., (2010). Macroeconomics: Theory and Policy, 3rd Edition, Mc Graw-Hill.

Dornbusch, R., Fischer, S. and Startz, R., Macroeconomics, 9th edn, New York: McGraw- Hill, 2004.

Mankiw, N.G., Macroeconomics, 5th edn, New York: Worth, 2003.

Ackley, G., Macroeconomic Theory, New York: Collier-Macmillan, 1966

BBA - I YEAR SEMESTER – I

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

Approved On :23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite:NONE Co-Requisite :NONE

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	
CO 1:	To understand the various issues related to organizational behavior, would be able to know perceptual effects.
CO 2:	To understand understanding of cognitive , affective and psychomotor components, would be able to establish link between different components of attitude.
CO 3:	To understand a description of motivational theories, would be able to explore alternate description and implementation using various theories.
CO 4:	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.
CO 5:	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, ego states, types of transactions, lifepositions	10

References Books:

DeLong, J.B., Organizational Behaviour, Burr Ridge: McGraw-Hill Higher Education, 2015.

Prasad, L.M.; Organizational Behaviour, Sultan Chand & Sons, 2003..

Stephen P., Robbins; Organizational Behaviour; "Prentice Hall of India Pvt. Ltd.", New Delhi, 2003

Luthans, Fred; Organizational Behaviour, Tata McGraw Hill, New Delhi 2008

Dwivedi, D.N., (2010). Organizational Behaviour Theory and Policy, 3rd Edition, Mc Graw-Hill

BBA - I YEAR SEMESTER – I

Course Code : MT104 Title of The Course :BUSINESS MATHEMATICS Approved On : 23/05/2015

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:
Sancheti and Kapoor, Business Mathematics, (Reprint 2007), Sultan Chand and Sons, New Delhi
Raghavachari.M, Mathematics for Management, (New Edition), Tata Mcgraw Hill, New Delhi,2007
Aggarwal, R. S, Arithmetics (Subjective and Objective) for Competitive Examination, (2008), Sultan Chand and Sons, New Delhi.
VSP Rao, V Hari Krishna- Mathematics, Excel Books, Edition, 2011.
Dr. Shagun Prasad, V .Rama Rao- Mathematics, HP Publication 2nd, Edition, 2011.

BBA - I YEAR SEMESTER – I

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

Approved On :23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite:NONE Co-Requisite :NONE

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 od Effective Communication, Barriers of Effective Communication, The Cross cultural Dimensions of Professional Communication	8
2	Language through Literature	Essays The Effect of the Scientific Temper on Man:l by Bertrand Russell. —The ims of Science and Humanitiesl by Moody E. Prior Short Stories —The Meeting Pooll by Ruskin Bond —The Potrait of a Ladyl 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, Om p & Majumdar, Aarati.Business Communication : Techniques and Methods, Orient Black swan-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 Manl by Bertrand Russell & -The Aims of Science and Humanitiesl by Moody E.Prior.
Mukherjee, Meenakshi. Let's Go Home and Other Stories, Orient Black Swan-2009 (For the prescribed short stories -the Meeting Pooll by Ruskin Bond, -The Portrait of a ladyl by Khushwant Singh.

BBA - I YEAR SEMESTER – I

Course Code:CS103 TitleofTheCourse:INTRODUCTIONTOCOMPUTER

Approved On :23/05/2015

Pre-Requisite:NONE Co-Requisite :NONE

L	T	P	C
2	1	0	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	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 toolbars 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, resizing 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 .Sahitya Bhawan Publication 3rd Edition 2017

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

BBA - I YEAR SEMESTER – I

Course Code:CS104 TitleofTheCourse:INTRODUCTIONTOCOMPUTERLAB

Approved On :23/05/2015

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, COPY CON, CD\, CD., MOVE, FORMAT, TREE, EXIT. Exercise- Createadirectoryandmakeafileinthisdirectory.Renamethefileandfolder&movethefilein another drive. Copy a file from one directory to another 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 Exercise- Set date and time of the computer. Set screen saver on the computer after 2 minutes if not in use. Change font size of the system from normal to extra large. Change the mouse pointers. Find the percentage of your marks using system calculator. Create Indian flag usingpaint brush.	9
3	MS WORD	New document, Entering & changing text, Aligning, Justifying, Bold, Italics, Underline. Borders & Shading. Table- Creation, Adding rows & columns, splitting & combining cells. Headers & Footers.Exercise- <ul style="list-style-type: none"> ➤ Make a file using Bold, Italic andunderline. ➤ Set alignments (left, right&center) ➤ Create a file and use formatpainter. ➤ Insert a table in a file and apply bullets and numbers in rows and columns ➤ Insert header and footer in a document, alignment of text in header and footer and insert a l page number, total number of pages &date. ➤ Apply water mark (text) in adocument. ➤ Apply borders and shading in apage. ➤ Replace AT with @ usingautocorrect. ➤ Apply superscript and subscript wherever required in thedocument. ➤ Insert picture and text in a textbox. ➤ Create a diagram or organization chart in adocument. ➤ Save an existing file with a different name and differentlocation. ➤ Create a document and set linespacing. 	10
4	Mail merge	Creation of main document & data source, Adding & Removing fields from data source Exercise- <ul style="list-style-type: none"> ➤ Write a letter for inviting 60 people using mail merge with minimum 4 fields (name, address, phone number, e-mailID). ➤ Add one more field of your choice and remove the addressfield. ➤ Rename phone number field with contactnumber. 	10

5	MS POWERPOINT	<p>MS Creating presentation, Adding slides. Applying design templates. Master slide. Adding special effects. Exercise-</p> <ul style="list-style-type: none"> ➤ Create a power point presentation of 5 slides using customanimation. ➤ Insert 2 slides in the existing presentation and change their backgroundcolor ➤ Insert a chart and a picture in secondslide. ➤ Show the use of master slide and duplicate slide. ➤ Prepare a slide showing slidetransition 	9
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References Books:
A first Course in Computers: Saxena, Vikas Publishing House , 2012.
P.Subbarao Computers and managers .Sahitya Bhawan Publication 3 rd Edition 2017
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