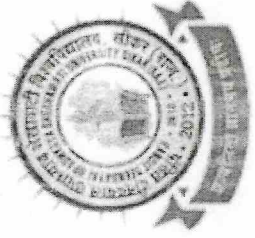


As per NEP 2020
Bachelor of Business Administration (BBA)
(Effective from Academic Year 2024-2025 onwards)



शेखावाटी विश्वविद्यालय
Shekhawati University

Pandit Deendayal Upadhyaya Shekhawati University

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Semester I

Course Title:	Legal Aspects of Business	Course Code: 24BBA5101T
Total Lecture hour 60		Hours
Unit I	Law of contract: Nature of contract, Classifications, Offer and Acceptance. Capacity to contract, Free Consent, Consideration, Legality of object, Agreement declared void, Performances of Contract, Discharge of Contract, Remedies for breach of contract.	15
Unit II	Special Contracts: Indemnity and Guarantee, Bailment and Pledge, Agency.	14
Unit III	Sale of Goods Act: Formation of Contract of sale, Goods and their classification, price conditions & warranties, Passing of property in goods, Performance of contract of sale. Unpaid seller, sale by auction.	15
Unit IV	The Limited Liability Partnership Act, 2008: Salient Features and Nature of LLP. Difference between LLP and Partnership, LLP and Company, LLP Agreement, Incorporation Document Incorporation by Registration, Registered office of LLP and change therein, Change and Rectification of name of LLP, Partners and Designated Partners, Partners and their Relations, Extent and Limitation of Liability of LLP and Partners, Whistle blowing, Conversion into LLP.	16
Reference Books:		
1	Kuchal, M. C. and KuchhalVivek: Business Laws, Vikas Publishing House, Noida (UP)	
2	Singh Avtar: The Principles of Mercantile Law, Eastern Book Company, Lucknow.	
3	Desai, T. R.: Contract Act, sale of Goods Act and Partnership Accounts, S. C. Sarkar & Sons Pvt. Ltd. Kolkata.	
4	Kapoor, N. D.: Business Law, Sultan Chand & Sons. New Delhi.	
5	Tulsian P. C. Tusian Tushar: Business Laws, S. Chand Publishing.	
6	Chandra, P. R.: Business Law Galgotia, New Delhi	
7	The Indian Contract Act, 1872 Bare Act.	

Course Title:	Business Communication Skills	Course Code: 24BBA5102T
Total Lecture hour 52		Hours
Unit I	Introduction: Concept, objectives and importance of Business Communication, Principles of effective Communication, Types of Communication, Media of Communication, E-mail media, Non verbal Communication kinesics Effects, Communication, of reality.	13
Unit II	Barriers to Communication: wrong choice of Media, Physical barriers, Semantic barriers, Different Communication of reality. Socio- Psychological barriers.	13
Unit III	Business Letters: Layout, kinds of business letter- Interview, Appointment. Acknowledgement, Promotion, Inquiries, Replies, Orders Sales. Circular, Complaints.	13
Unit IV	Practical Aspects of Business Communication: Report Writing, Public Speaking, Seminar. Presentation, Interview, Group Discussion, Effective Listening.	13
Reference Books:		
1	Business Communication - K. K. Sina, Galgotia Publishers Cooperative. New Delhi.	
2	Media and Communication Management- C. S. Rayudu, Himalaya Publishing House, Bombay	
3	Essentials of Business Communication, Rajendra pal and J.S. Korhali-Sultan Chand & Sons, New Delhi.	
4	Business Communication (Principles, Methods and Techniques) Nirmal Singh Deep & Deep Publishing Company Ltd. New Delhi.	
5	Business Correspondence and Report Writing - R.C. Sharma. Krishna Mohan- Tata McGraw-Hill Publishing Company Ltd., New Delhi.	
6	Business Communication- M. Balasubrahmanyam- Vani Education Books	
7	Business Communication- H. S. Pandey and NilimaPareek (RBD Jaipur.)	

Course Title:	Fundamental of Accounting	Course Code: 24BBA5103T
Total Lecture hour 60		Hours
Unit I	Meaning and definition of Accounting and Book Keeping, Accounting Process, Objective, Users, Limitations and Basic Terminology of Accounting. Accounting Concepts, Conventions and Equation. Generally Accepted Accounting Principles.	15
Unit II	Accounting equations, Types of accounts, Rules of Debit and Credit Recording transactions in Journal and Subsidiary books: Purchase Books, Purchase Return Book, Sales Book, Sales Return Books and Cash Book. Preparation of Ledger Accounts. Preparation of Trial Balance.	15
Unit III	Depreciation Accounting: meaning, features, need and methods of Charging Depreciation. Provisions and Reserves, Difference between Provisions and Reserves, Bank Reconciliation Statement: Need and Preparation of Bank Reconciliation Statement. Errors and their Rectification.	15
Unit IV	Preparation of financial Statements: Preparing Trading Account, Profit and Loss Account and Balance Sheet with adjustments for a Sole Proprietor. Preparing Receipt and payment Account, Income and Expenditure Account and Balance Sheet.	15
Reference Books:		
1	Sharma, Shah, Mangal, Agrawal: Financial Accounting, RBD, Jaipur.	
2	Jain, Khandelwal, Pareek, Dave: Financial Accounting, Ajmera Book Company, Jaipur.	
3	Agrawal, Sharma, Purohit, Sharma: Financial Accounting, Shivam Book House, Jaipur.	
4	Tulsian: Financial Accounting: Sultan Chand & Sons, New Delhi.	
5	Maheshwari S. N.: Financial Accounting, Vikas Publishing House Pvt. Ltd, New Delhi.	
6	Monga J. R. Financial Accounting, Mayur Paper Book. New Delhi.	

Semester II

Course Title:	Business and Management	Course Code: 24BBA5201T
Total Lecture hour 60		Hours
Unit I	Business & Management: Features and scope of Business. Elementary knowledge of Trade, Industry and Commerce, Type of Industries, Forms of ownership- Sole trading, Partnership, Company, Cooperatives, Joint sector, Public Enterprises.	15
Unit II	Concept of management, Nature and scope of management, Management Functions, An Overview of Functional Areas of Management, Development of Management Thoughts Classical, Neo-Classical and Contingency Approaches. Principles of Management. Planning: Nature and components of planning. Types of Plans, Process of planning, Effective planning.	15
Unit III	Decision-making: Process and Techniques of decision- making. Management by Objectives (MBO); Organisation: Definition, Principles of organization, Forms of structure, Formal and informal Organisation, Delegation of authority. Coordination: Principal and Techniques of coordination, Effective coordination.	14
Unit IV	Direction: -Meaning & Principles Leadership: Function and Theories of Leadership, Leadership Styles. Motivation: Human Needs, Techniques of motivation, Sound motivation system, Theories of motivation (Suggested by Maslow, Herzberg, McGregor, and Victor Vroom) Managerial Control: Nature and process of control. Techniques of control elementary knowledge only. Effective control system.	16
Reference Books:		
1	Vijay kumar Kaul: Business Management, Vikas Publishing House, Noida (UP). Knmntz and Weinrich- Essentials of Management (Tata McGraw Hill Co.)	
2	Newman, Warren & McGill - The process of management (Prentice-Hill of India Pvt, Ltd.)	

3	Terry and Franklin- Principal of Management (All India Travelers Booksellers.) Joseph. L Massie- Essentials of management (Prentice Hall of India.)
4	Stoner, Freeman and Gilbert- Management (Prentice Hall of India.)
5	Robert, N. Lussier- M, Lussier- Management Fundamentals (South-Western college Publishing).
6	Dr B. S. Mathur - Principles of Management (National Publishing House, Chaura Rasta, Jaipur).
7	M. J. Mathew- Business Management (Sheelsons, Jaipur) G. S. Sudha- Business Management (RBSA, Jaipur).

Course Title:	Strategic Management	Course Code: 24BBA5202T
Total Lecture hour 60		Hours
Unit I	Introduction: Meaning of Strategic: Management, Role of Strategic Management, Process of S.M. Limitations of SM, Organizational Mission, Vision, Objectives and Goals.	15
Unit II	Environmental Scanning: Appraisal of External Environment, Dynamic of Internal Environment, Organizational Capabilities and Appraisal, Core Competence.	15
Unit III	Strategy Formulation: Corporate Level Strategy, Business Level Strategy, Functional Level Strategy. Strategy Implementation: Aspects of Strategy Implementation. Procedural Implementation. Resource Allocation, Organizational Design and Change, Corporate Culture.	15
Unit IV	Strategic Evaluation and Control: Meaning of Strategic Evaluation and Control, Criteria and Techniques of Strategic valuation and Control.	15
Reference Books:		
1	David, F. R. (1971) Cases in Strategic Management, New Jersey: Prentice Hall.	
2	Prasad, L. M. (1995), Business Policy & Strategy, New Delhi: Sultan Chand & Sons.	
3	Jauch. L. R. & Glueck, W. F. Business Policy and Strategic Management, McGraw-Hill.	
4	Ramaswamy, V. S. Namkumari, S., Strategic Planning Formulaic of Corporate Strategy Delhi: Macmillan India.	
5	AzharKazmi: Strategic Management.	

Course Title:	Business Economics	Course Code: 24BBA5203T
Total Lecture hour 60		Hours
Unit I	Business Economics - Meaning, Nature and Scope, Role of Business Economist in Business, Central Problems of the economy. Micro Economics & amp: Macro Economics: Concept & amp: Scope. Role of Micro and Macro Economic Analysis in Formulation of Business Decisions. Difference and Interdependence of Micro and Macro Economic Analysis. Utility Analysis: Cardinal and Ordinal Approaches, Law of Diminishing Marginal Utility and Law of Equi- Marginal Utility. Consumer's Surplus.	15
Unit II	Indifference Curve- Meaning. Characteristics, Consumer's Equilibrium, Income Effect, Price Effect and Substitution Effect. Demand Analysis, Law of Demand Elasticity of demand and its measurement and significance. Supply and Law of Supply, Elasticity of supply. Demand Forecasting. Revenue and Cost Analysis: Revenue Analysis, Relationship between Total Revenue, Marginal Revenue and Average Revenue. Various concepts of cost, short and long run cost curves.	15
Unit III	Production Function- Types of Production functions, Laws of Returns, Law of Variable Proportions, Returns to scale, Asoquant curves, Expansion Path. General Theory of price Determination Role of Time Element in Price Determination.	15

	Market Analysis: Price and Output determination under perfect Competition. Monopoly. Discriminating Monopoly, imperfect. Competition and Oligopoly: Price Leadership and Kinked Demand Curve.	
Unit IV	Business Cycles- Theories and Phases. Factor Pricing: Determination of Rent, Wages Interest and Profit. Marginal Productivity theory of Distribution. National Income and its Measurement, National Income and Its relationship with Economic welfare.	15
Reference Books:		
1	D. M. Mithani Fundamentals of business and Managerial economics, Himalaya Publishing House.	
2	Mode and paul and Gupta: Managerial Economics. Tata McGraw Hill. New Delhi.	
3	B. P. Gupta: VyavsayikArthashastra (Hindi), Malik and Company, Jaipur.	
4	Agarwal and Agarwal: Business Economics. (Hindi), Ramesh Book Depot, Jaipur.	
5	M. D. Agarwal and SomDeo: Business Economics, Ramesh Book Depot, Jaipur.	
6	Dwivedi D.N. Managerial Economics, Vikas Publications. Delhi.	
7	Ahuja. H. I. Managerial Economics. S. Chand & amp. Company Ltd. New Delhi.	

Semester III

Course Title:	Entrepreneurship Development	Course Code: 24BBA5301T
Total Lecture hour 60		Hours
Unit I	Introduction to Entrepreneurship: Entrepreneurship Meaning- Characteristics- Functions- Traits- Types- Entrepreneur- Women Entrepreneurship- Rural Entrepreneurship- Role of Entrepreneurship in Economic Development – Factors affecting entrepreneurial growth.	15
Unit II	Institutional Support to Entrepreneurs: Entrepreneurship Development Programme- Need- Objectives- Course Contents- Phases-Evaluation - DIC, NSIC, SIDO, KVIC, SIDC, Industrial Estates, NIESBUJ, SIDBI, EDII- - Angel Investors- Incubators- STEP- Venture Capital.	15
Unit III	Government Initiatives for Startups: SAMRIDH Scheme, MSME Market Development Assistance (MDA), NIDHI Scheme (National Initiative for Development and Harnessing Innovations), Credit Linked Subsidy Scheme (CLCSS), Digital India GENESIS, MSME Sustainable (ZED) Certification, The Multiplier Grants Scheme (MGS), Startup Leadership Program (SLP), ASPIRE (A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship), Startup India Initiative, Startup India Seed Fund Scheme, Pradhan MantriMudhraYojna, Atal Innovation Mission, Credit Guarantee Trust Fund, Venture Capital Assistance Scheme, The Standup India Scheme, Raw Material Assistance Scheme, Single Point Registration Scheme	17
Unit IV	Business Plan and Legal Aspects: Development of Business Plan and starting venture- Registration Formalities- IPR- Incentives and Subsidies- Need for Incentives and Subsidies- Tax benefits for SSI Units- Sickness in Small Industries- Causes and Remedies and Revival.	13
Reference Books:		
1	Khanka SS - Entrepreneurial Development - S.Chand& Co. Ltd 2010.	
2	Gupta CB and Srinivasan NP - Entrepreneurship Development in India - S. Chand & Co. Ltd.	
3	Robert D Hisrich et al - Entrepreneurship Development - Tata McGraw- Hill publishing company Ltd 2007.	
4	Prasanna Chandra - Projects- Planning, Analysis, Financing, Implementation & Review - Tata McGraw- Hill publishing company Ltd 2006.	


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Course Title:	Operational Research	Course Code: 24BBA5302T
Total Lecture hour 60		Hours
Unit I	Role and uses of Operations Research-Definition scope & Limitations. Linear Programming-Linear programming, formulation of linear programming model, basics of graphical method, simplex method and Duality in linear programming.	15
Unit II	Transportation and Assignment Problems. Simulation: Advantages, Limitations, Monte Carlo Method	14
Unit III	Game Theory – characteristics & formulation of game models, Two person Zero sum games, pure game with saddle point, Mixed strategies, dominance in games, $2 \times N$ and $M \times 2$ games. Decision Theory – Decision under uncertainty, decision under Risk, Expected Value of perfect information, decision tree analysis.	16
Unit IV	Network Analysis - Programme Evaluation and Review Technique (PERT) and Critical Path Method (CPM), Cost Analysis and Crashing the Network. Float Analysis	15
Reference Books:		
1	Operations Research, Wagner, PHI Publications, New Delhi.	
2	Operation Research, J K Sharma, Macmillan, 5 th edition 2013	
3	Operations Research, A M Natarajan, P Balasubramani, Pearson Education,	
4	Introduction to Operations Research, Hillier and Lieberman, 8th Ed., McGraw Hill	

Course Title:	Human Resource Management	Course Code: 24BBA5303T
Total Lecture hour 60		Hours
Unit I	Human Resource Management- Meaning, Definition, Importance, Concept of HRM, Functions of HRM, Role and Competencies of HR Manager. HRM vs Personnel Management. Human Resource. Planning: Concept, Objectives, Need and Process of HRP.	15
Unit II	Job Analysis: Meaning and Definitions, objectives, Uses, Process and Techniques of Job Analysis. Job description and Job Specification: Meaning and definition of Job Description, Contents and Characteristics of a good Job Description, Meaning of Job Specification, Job Description vs Job Specification.	15
Unit III	Recruitment: Meaning and Definitions, Recruitment Process, Factors Affecting Recruitment, Sources of Recruitment. Selection: Meaning and Definitions, Selection Process. Placement: Concept, Principles of Placement.	15
Unit IV	Training: Definition and Meaning, Need and Importance of Training, Steps in Systematic Training Plan, Training Methods and Techniques. Performance Appraisal: Meaning and Definition, Objectives, Performance Appraisal Process, Methods of Performance Appraisal.	15
Reference Books:		
1	Dwivedi, R.S.: Managing Human Resources: Personnel Management in Indian Enterprises, Galgotia Publishing Company, New Delhi.	
2	S.S. Khanka: Human Resource Management S.Chand Publishing.	
3	D'Çenzo, David A. & Stephen P. Robbins: Human Resource Management, John Wileyand Sons, New Delhi.	

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Semester IV

Course Title:	Marketing Management	Course Code: 24BBA5401T
Total Lecture hour 60		Hours
Unit I	Introduction to Marketing and Marketing Management, Marketing Concepts.Consumer and buying behavior.Market segmentation, targeting and positioning.	14
Unit II	Product Decisions - concept of a Product, Classification of products, Product mix decisions- Product line and product mix, Brand. New Product Development- Steps, Product Life Cycle- Stages and strategies.	14
Unit III	Marketing environment- macro and micro components and their impact on marketing decisions;Marketing mix –Price, Place, Promotion and Physical Distribution. Price Decisions - Pricing objectives, Factors affecting price determination, Pricing policies and constraints, Different pricing method - New product pricing, Product Mix pricing strategies and Price adjustment strategy.	16
Unit IV	Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling,sales promotion, publicity and public relations; Determining advertising budget; Copydesigning and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.	16
Reference Books:		
1	K.S. Chandrasekar, MARKETING MANAGEMENT TEXT AND CASES, Tata McGraw-Hill Publication, New Delhi.	
2	Philip Kotler ,MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTROL, Prentice Hall of India, New Delhi	
3	Govindarajan, MARKETING MANAGEMENT CONCEPTS, CASES, CHALLENGES AND TRENDS , Prentice Hall of India, New Delhi	
4	Stanton, Etzel, Walker, FUNDAMENTALS OF MARKETING, Tata-McGraw Hill, New Delhi.	

Course Title:	Corporate Accounting	Course Code: 24BBA5402T
Total Lecture hour 60		Hours
Unit I	Issue of share, forfeiture and re-issue of share, Redemption of preference share.	15
Unit II	Issue and Redemption of debenture, Valuation of goodwill, value of share.	15
Unit III	Final Accounts of companies, Divisible Profit, issue of bonus share, managerial Remuneration	15
Unit IV	Liquidation of companies: List 'B' Contributions, Liquidation final statement of account, Statement of affairs and deficiency account. Amalgamation, absorption and External re-construction excluding Inter. company holdings.	15
Reference Books:		
1	Hanif & Mukherjee: Corporate Accounting: McGarw Hill Education	
2	Shukla & Gupta: Corporate Accounting: Sahitya Bhawan Publications	
3	Taxmann's: Corporate Accounting: Taxmann Publications Private Limited	

Course Title:	Organizational Behavior	Course Code: 24BBA5403T
Total Lecture hour 60		Hours
Unit I	Introduction: Concepts and Determinants; Relationship between Management and OB; Emergence of OB; Hawthorne Study; Contributing disciplines of OB; OB models. Individual Behaviour: Foundations of Individual Behaviour; Personality - Type A/B, Big 5	16

	five personality types, factors influencing personality; Attitude – concept, components, job related attitudes; Learning concept, theories and reinforcement; Perception and emotions- concept, perceptual process, factors influencing perception, perceptual errors and distortions; Beliefs and values - concept and types: terminal values and instrumental values.	
Unit II	Communication and Motivation Communication: Understanding Communication; Persuasive communication; Communication styles; Transactional Analysis (TA), Johari Window. Motivation – Why people work; Need theories (Maslow's need hierarchy, ERG Theory, McClelland's Theory); Theory X and Theory Y, Two Factors Theory; Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).	15
Unit III	Group Behaviour and Leadership Formation of Groups; Group Behaviour - concepts, types- group norms, group roles, and group cohesiveness; Groups Vs Teams; Group decision making – process and types; Organisational conflict – nature, sources, and resolution strategies Leadership - Concept and theories; Styles of leadership; Leadership continuum; Trait, Behavioural and Situational approach; Leadership grid; Contemporary leadership issue.	15
Unit IV	Organisational culture- concept and determinants; Organisational change- importance. types of change, resistance to change, managing change: Stress- individual and organisational factors, prevention and management of stress.	14
Reference Books:		
1	Scandura: Essentials of Organizational Behaviour- An Evidence based Approach: SAGE Publications.	
2	Christopher, Jeffery & Murray: Organizational Behaviour- A Skill Building Approach: SAGE Publications.	
3	Scandura: Essentials of Organizational Behaviour- An Evidence based Approach: SAGE Publications	

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