

Department of Management

BBA I & II Semester

Syllabus

Session 2025-26



ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. I Semester

Subject- Principles and Practice of Management

Paper-Major

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Student will be able assess the global context for planning, coordinating and monitoring managerial behaviour.	A
CO 2	Through various planning and decision making techniques, students can learn about how businesses ensure to remain in a competitive market.	A,S
CO 3	Students will understand various forms of organizational structure and their importance.	U
CO 4	Students can learn about various strategies used by businesses to maintain and improve employee efficiency.	K
CO 5	Sensitize students about management practices as per various concepts.	U, A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	30	70	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 15 Marks each (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)

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Content of the Course Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum

Marks: 70

Units	Topics	No. of Lectures
I	Management in Indian Knowledge Tradition- Management in India ethos, Indian models, spiritual values and management. Modern Concept of Management- Meaning, definitions, importance, and functions.	10
II	Planning- Meaning, Definitions, Importance, Types and Process. Difference between Planning and Forecasting. Management by Objectives (MBO) - Meaning, Definitions, and Process. Strategies and Policies.	10
III	Organization- Meaning, Definitions, Importance. Organizational Structures- Types, Departmentalization, Meaning and Concept Organizational Behaviour- Indian and Western Perspectives. Authority And Responsibility- Concept and Definitions -.	10
IV	Recruitment Of Employees -Meaning, Sources, Selection Process, Interviews, Training, Evaluation and Placement. Training- Meaning, Types.	10
V	Directing- Meaning, Definition, Objectives, And Nature. Controlling - Meaning, Definition, Type and Process.	10

REFERENCE

- Agrawal, R.D., Organization & Management, McGraw Hill, New Delhi (1982).
- Awasthi, Paritosh (Dr.), Sethi, Dinesh (Dr.), Mandloi, Jagatsingh (Dr.), & Dhand, Shweta, Prabandh Ke Siddhant, Madhya Pradesh Hind Granth Academy, Bhopal (Latest Edition).
- Dhand, Rakesh (Dr.), Yadav, Pragya (Dr.), & Gautam, Rajni (Dr.), Vyavasaya Prabandh (BBA) (Pratham Varsh), Madhya Pradesh Hindi Granth Academy, Bhopal (Latest Edition).
- Koontz, H., & Weihrich, H., Management (International Student Edition), McGraw-Hill, Tokyo (1980).
- Kothari, Milind (Dr.), Prabandhkiya Avdharna, Madhya Pradesh Hindi Granth Academy, Bhopal (Latest Edition).

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Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. I Semester

Subject-Business Statistics

Paper-Minor

Course Outcomes

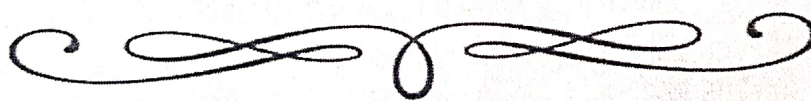
CO.No.	Course Outcomes	Cognitive Level
CO1	To provide basic knowledge of Statistics .	K
CO2	To increase students ability to understand how to perform social researches with Statistical Research Tools .	A, L
CO3	Students will be equipped with knowledge about analyzing professional reports and will be able to make decisions based on the reports analyzed .	K
CO4	Students will learn about quantization , analysis of performance relationship .	A
CO5	To develop the ability to analyze and interpret data to provide meaningful information .	A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	4	30	70	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 30 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)



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Content of the Course Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.
70

Maximum Marks:

Units	Topics	No. of Lectures
I	Introduction to Statistics – Evolution of Statistics in India, Role of Statistical Methods in Indian Agriculture, Contribution of Ancient Indian Mathematicians in Statistics. Meaning, Definition, <i>functions, importance, Limitation</i> and Scope of Statistics, Statistical Investigations and Laws of Statistics.	10
II	Collection & Presentation of Data- Collection of Data, Methods of Data Collection, Primary and Secondary Data, Presentation of Data, Frequency Distribution.	10
III	Measures of Central Tendencies – Methods of calculation of Mean, Median and Mode and its utility, Methods of calculation of Geometric Mean and Harmonic Mean and its utility.	10
IV	Measures of Dispersion - Standard Deviation and Mean Deviation – Meaning and Scope. Skewness – Concept and Methods.	10
V	Correlation Analysis - Karl Pearson's Coefficient of Correlation, Spearman's Rank correlation, Regression - Lines of Regression and its Methods.	10

REFERENCE

- Gupta, S.C., Fundamentals of Statistics, Himalaya Publishing House, Mumbai (2023).
- Gupta. S.P., Business Statistics, Sultan Chand and Sons. New Delhi (2023).
- Kothari, S.L. (Dr.) and Kothari, Milind (Dr.). Sankhyaki Ke Siddhant, Madhya Pradesh Hindi Granth Academy, Bhopal (2021).
- Mehta, C.M. (Dr.), Dave, Dinesh (Dr.), Mathur, Neha (Dr.), Agrawal, Hariom (Dr.), and Rathore, Krishngopal (Dr.), Sankhyaki, Madhya Pradesh Hindi Granth Academy, Bhopal (2020).
- Shukla, S.M. (Dr.) and Sahai, H.S. (Dr.), Business Statistics (Hindi and English, both Medium), Sahitya Bhawan Publications, Agra (2021).
- Tulsian, P.C. (Dr.), Statistical Analysis, S.Chand Publications, Delhi (2022).
- Vohra, N.D., Business Statistics, Tata McGraw Hill, New Delhi (2020).

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Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. I Semester

Subject-Advertising, Sales Promotion and Management

Paper-Multi Disciplinary Elective

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Students would be able to explain the history of advertising in India.	U
CO 2	Students would learn about various advertising medium.	U
CO 3	Students would learn the components of advertising budget.	U
CO 4	Students would be familiarized with the regulatory organizations of advertising.	R,U
CO 5	Students would learn about the career opportunities in advertising and sales management.	U, R

Credit and Marking Scheme

	Credits	Total Marks
Theory	3	100

Evaluation Scheme

	External
Theory	1 External Exams (At the End of Semester)

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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 45 Hrs.

Maximum Marks: 100

Units	Topics	No. of Lectures
I	Development Journey of Advertisement: Indian Scenario, Concept and importance of Advertising, Advertising function and Objectives, Types of Advertising , Commercial & Non Commercial Advertising	10
II	Advertising Media, Different types of media, Media Planning, Role and impact of advertising agencies , Relationship with clients . Advertising Budget, Factors affecting advertising expenditure, Ethics and code of conduct in advertising	10
III	Advertising Message, Elements of preparation of advertising message, Print copy, Broadcast copy, Copy for Direct mail.	10
IV	Classified and Display Advertising, Comparative Advertising, Advertising Regulatory Agencies- Advertising Agencies Association of India (AAAI), The Advertising Standards Council of India (ASCI), Introduction to Sales Promotion, Forms of Sales Promotion.	10
V	<i>Sales Promotion- Meaning, and Importance , Objectives and Strategies for sales promotion , consumer oriented sales promotion , Trade oriented sales promotion – Allowance and discount , Training of distributors</i>	10

REFERENCE

- George E. Belch, Michael A- Advertising and Promotion, Tata McGraw Hill Publication.
- Julie Anne Lambert- The Art of Advertising , University of Oxford
- Daniel Yadin- Advertising – Pearson Education India
- Dr. A. C. Jain, Neeraj Singh-Advertising & Sales Promotion –SBPD publication, Agra
- Mohan M- Advertising Management
- Sontakki- Advertising , Himalaya Publishing House
- Sharma & Singh – Advertising Planning & Implementation- Prentice Hall

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DST-FIST Supported & STAR College Scheme by DBT

Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. I Semester

Subject – Tour and Travel Management

Paper- Multi Disciplinary Electives

Course Outcomes

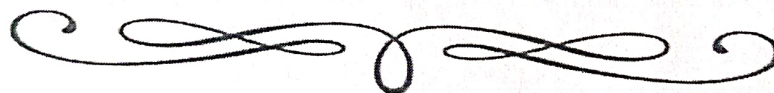
CO.No.	Course Outcomes	Cognitive Level
CO1	Understand the basics of sales in the tour and travel industry	A
CO2	Develop effective communication and interpersonal skills	L
CO3	Learn about tourism products and services Explore sales techniques and customer relationship management	A, U

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	3	-----	100	100

Evaluation Scheme

	External
Theory	1 External Exams (At the End of Semester)



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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 100

Units	Topics	No. of Lectures
I	Introduction to Tourism Sales -Overview of the tourism industry ,Role of sales in tourism, Key concepts: tourism products, customers, and sales process ,Atithi Devo Bhava: The Indian code of hospitality. Principles of Sales and Marketing, Difference between sales and marketing, The sales cycle, Types of tourism sales (retail, wholesale, online) Cultural and Spiritual Tourism sales- promoting heritage, religious, wellness and eco-tourism with cultural sensitivity.	10
II	Tourism Products and Services, Types of tourism products (packages, accommodations, attractions), Features and benefits, Customization of tourism products Customer Profile and Target Market, identifying target markets, Customer needs and preferences, Understanding customer behavior Communication Skills for Sales, Verbal and non-verbal communication, listening skills, Building rapport with clients, Sanskrit and Regional language phrases in tourism communication.	10
III	Sales Techniques and Approaches, Consultative selling, Storytelling (Katha Parampara), Upselling and cross-selling, Handling objections Digital Sales Tools, Use of social media and online platforms Website and email marketing, Introduction to CRM systems Selling Tour Packages, designing attractive packages, Presenting and explaining packages to customers	10
IV	Customer Relationship Management, Building long-term client relationships, Follow-up and After-sales service, Handling customer complaints, Understanding ancient Indian guest treatment and service ethics as a foundation for tourism sales and customer relationship, Ethical and Cultural Considerations, Dharma centric sales ethics , Cultural sensitivities in tourism sales, Effective cross-cultural communication	10

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V	Preparing Sales Presentations ,Creating effective sales pitches,Visual aids and demonstrations Review and Case Studies,Analyzing successful sales campaigns,Lessons learned from failures	
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REFERENCE

- Ian Yeoman & Grant McAdam, Tourism Marketing and Management, Routledge, London, UK, 2014
- David Jobber & Geoffrey Lancaster, Selling and Sales Management, McGraw-Hill Education, New York, 2015 (10th Edition)
- Brian Tracy, The Art of Selling and Selling Techniques, AMACOM, New York, USA, 2006
- John Fletcher & Alan Fyall, Tourism Principles and Practice, Pearson Education Limited, Harlow, UK, 2018 (6th Edition)
- Philip Kotler, Online Marketing for Tourism & Hospitality, Pearson Education, Harlow, UK, 2016
- David J. Pike, Tourism Marketing: Frameworks, Practices, and Cases, Routledge, London, UK, 2016.



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Faculty of Management Bachelor of Business Administration (B.B.A) B.B.A. I Semester Subject-Personality Development Paper - Skill Enhancement Course Course Outcomes


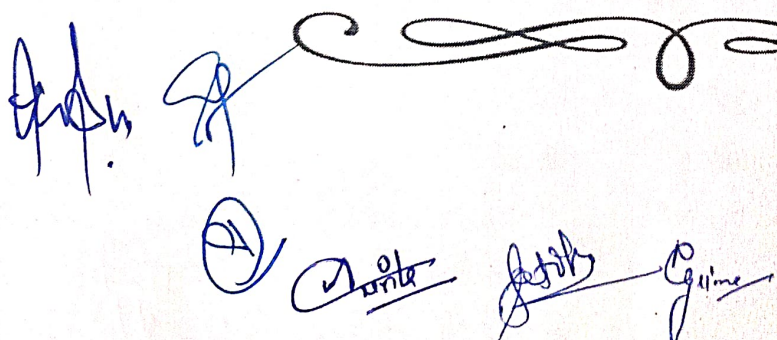
CO. No.	Course Outcomes	Cognitive Level
CO1	To analyze the concept of personality and its development from the perspective of the Indian Knowledge System.	A
CO2	To evaluate the key external and internal factors that influence personality development and identify common barriers.	L
CO3	To comprehend the fundamental principles and types of communication skills and their role in personal growth.	A, U
CO4	To apply practical skills like effective body language, voice modulation, and goal-setting.	A,L
CO5	To cultivate a holistic approach to personality development by integrating knowledge, values, and practical skills.	L,U

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	1	-----	100	100

Evaluation Scheme

	External
Theory	1 External Exams (At the End of Semester)



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Content of the Course

Theory

No. of Lectures (in hours per week):3 Hrs. per week

Total No. of Lectures:60Hrs.

Maximum Marks: 100

Units	Topics	No. of Lectures
I	Indian Knowledge System and Personality: Personality - Meaning, characteristics and importance; Human values and personality development - Empathy, compassion, spirit of service; Components of personality development in the Indian knowledge system	10
II	Personality Development: Agencies of Personality Development- Family Atmosphere - Parenting style, family values and emotional support; Peer Group - Team Spirit, Self image, Social learning; Formal Education - Scout and guide, N.S.S., N.C.C., Sports - Personal Efforts and Yoga - Self motivation, Goal, meditation and sound health. Barriers of Personality Development	10
III	Communication Skills and Personality Development: Communication Skills: Meaning, Characteristics, types, importance; Role of communication Skills in Personality Development- Stage confidence, Body language, Voice modulation.	10

REFERENCE

- Andrews, Sudhir (1988). How to Succeed at Interviews. 21st (rep.) Tata McGraw-Hill, New Delhi.
- Covey, Stephen. (1989). The 7 Habits of Highly Effective People. NY: Free Press
- Hindle, Tim (2003). Reducing Stress. Essential Manager series. Dk Publishing.
- Lucas, Stephen (2001). Art of Public Speaking. Tata - Mc-Graw Hill, New Delhi.
- Petes S. J., Francis (2011). Soft Skills and Professional Communication. Tata McGraw-Hill Education, New Delhi
- Smith, B. (2004). Body Language. Rohan Book Company, Delhi.

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Faculty of Management Bachelor of Business Administration (B.B.A) B.B.A. I Semester Subject-Personality Development Practical

Course Learning Outcomes

CO.No.	Course Outcomes	Cognitive Level
CO1	Demonstrate improved self-awareness and selfconfidence through structured activities and reflective practices	A
CO2	Apply effective communication skills—including verbal, non-verbal, and written forms—in academic and professional contexts	L
CO3	Exhibit positive body language, stage presence, and voice modulation in public speaking or group interaction scenarios.	A, U
CO4	Collaborate effectively in team settings, showing empathy, leadership, and interpersonal sensitivity	A,L
CO5	Set personal and professional goals, and implement techniques for self-motivation, time management, and self-discipline.	L,U

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	2	100	----	100

Evaluation Scheme

	External
Theory	1 External Exams (At the End of Semester)

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Content of the Course Practical

No. of Lectures (in hours per week): 1 Hrs. per week
Total No. of Lectures: 15 Hrs. Maximum Marks: 100

Units	Topics	No. of Lectures
	<ol style="list-style-type: none">1. To conduct a survey of a nearby Anganwadi, Government School, Primary Health Centre and submit a report.2. Prepare your family genealogical tree and write a report on your family traditions.3. Conduct an educational visit to a nearby Non Governmental Organization, Old Age Home, Charitable Hospital, Orphanage, Women Police Station etc. Observe its functioning and prepare a report.4. Prepare a fact based write-up on an inspiring incident of any one great personality i.e. Swami Vivekanand, Mahatma Gandhi, Vinoba Bhave, A. P. J. Abdul Kalam, Ahilya Bai Holkar, Tanya Bheel, Lata Mangeshkar)5. Compose a human value-based story that includes meaningful conversations.6. Educational field visit to local place of historical significance and make a presentation.	60



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College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. I Semester

Subject- Event Management Theory

Paper- Skill Enhancement Course

Course Outcomes

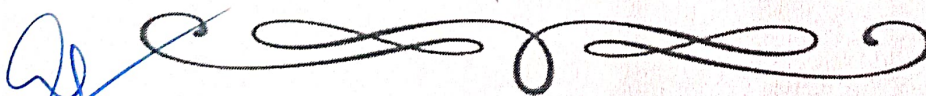
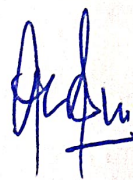
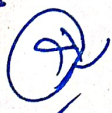
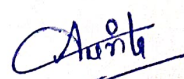
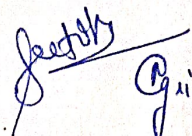
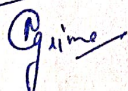
CO. No.	Course Outcomes	Cognitive Level
CO 1	Define the basic concepts related to event management & analyse financial management in events.	A
CO 2	Classify different types of events	A,S
CO 3	Understand event planning and execution stages	U
CO 4	Analyze key elements like budgeting , risk management, and Vendor coordination.	K
CO 5	Understand how to identify and use social media metrics to build event audience	U, A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	2	-----	100	100

Evaluation Scheme

	External
Theory	1 External Exams (At the End of Semester)

Content of the Course

Theory

No. of Lectures (in hours per week): 1.5 Hrs. per week

Total No. of Lectures: 30 Hrs.

Maximum Marks: 100

Units	Topics	No. of Lectures
I	Introduction to Events: Definition, scope, history and classification of events (corporate, social, cultural, hospitality, sports, tourism).	10
II	Event Planning Process: Event planning stages. defining objectives, client briefing, timeline creation, team allocation.	10
III	Budgeting & Financial Planning : Preparing event budgets, sponsorship sources, cost estimation. Bucketing, break-even, pricing strategies.	10
IV	Event Logistics & Legalities :Site selection, logistics, vendor contracts. licenses & permits, safety measures, coordination.	10
V	Hospitality in Events: Guest registration. RSVP handling, food & beverage planning. seating arrangement. hospitality protocols.	10

REFERENCE BOOKS:

- Anton Shone & Bryn Parry. Successful Event Management A Practical Handbook. Cengage Learning.
- D. Gaurav & Sanjay Saggere. Event Management und Marketing. Vikas Publishing
- Joc Goldblatt. Special Events. A New Generation and the Next Frontier. Wiley.



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Faculty of Management
Bachelor of Business Administration (B.B.A)
B.B.A. I Semester
Subject- Event Management Practical
Paper-SEC
Course Outcomes

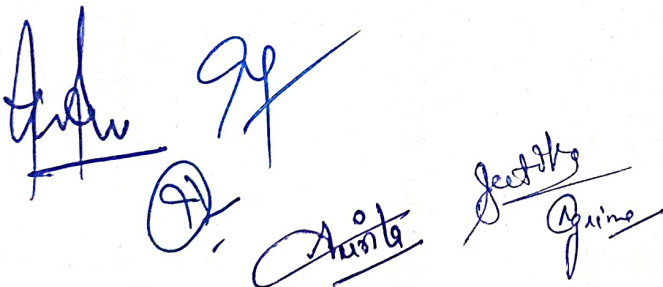
CO. No.	Course Outcomes	Cognitive Level
CO 1	Design and present basic event plans.	A
CO 2	Coordinate logistics like seating, catering, and stage management.	A,S
CO 3	Execute mock events with guest interaction and time management.	U
CO 4	Analvze key elements of Event Simulation of Various Classroom/ college space.	K
CO 5	Understand how to do Mini Event .	U, A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	1	-----	100	100

Evaluation Scheme

	External
	1 External Exams (At the End of Semester)
Theory	



Content of the Course Practical

No. of Lectures (in hours per week): 1 Hrs. per week

Total No. of Lectures: 15 Hrs.

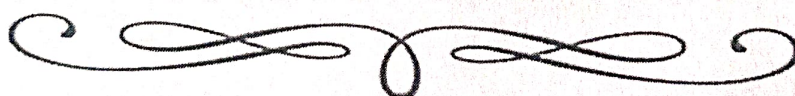
Maximum Marks:

100

Units	Topics	No. of Lectures
I	Event Proposal Preparation : Students design an event brief: name, theme, objectives, basic Schedule, expected budget.	10
II	Venue Layout Planning: Prepare visual layout of venue including stage, dining, entry/exit, green rooms, signage.	10
III	Presentation & Role Play : Mock client meeting or vendor negotiation role play, explaining concept and logistics plan.	10
IV	Event Setup Simulation : Mock event setup (classroom/ college space) table setting, welcome desk, food counter, directional signage.	10
V	Mini Event Execution : Conduct a small-scale event, welcome speech, hosting guests, coordination, feedback collection.	10

Text Books:

1. Sita Ram Singh. Event Management. Anmol Publications
2. R. B. Rudra, Event Management & Public Relations. Kanishha Publishers
3. Sanjay Singh Gaur & Sanjay V. Saggere. Event Marketing and Management. Vikas Publishing House.





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Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. II Semester

Subject-Business Communication

Paper-Major I

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO1	To analyze the fundamental principles of communication within Indian traditions, including oral, written, and symbolic forms.	A
CO2	To evaluate the nature of modern communication and identify various linguistic, psychological, and cultural barriers.	K, L
CO3	To apply key principles of written and oral communication, including business correspondence and non-verbal skills.	K, U,A
CO4	To develop practical communication skills for report writing, preparing business notices, agendas, and minutes.	L,U
CO5	To understand the role of modern communication technologies and their utility in the context of global business.	U

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	30	70	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 15 Marks each (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)

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Content of the Course

Theory

No. of Lectures (in hours per week):3 Hrs. per week

Total No. of Lectures:60Hrs.

Maximum Marks: 70

Units	Topics	No. of Lectures
I	Indian Traditions and Communication – Meaning and Fundamental Principles of Communication in Indian Traditions. Oral, Written and Symbolic Communication. Communication In the Guru- Shishya Tradition, Communication in the Vedic Tradition, Levels of Communication and Symbolic Communication. Forms And Features of Indian Business Letter Writing.	10
II	Modern Communication- Meaning, Definitions, Nature, Importance and Types. Barriers to Communication – Meaning, Types – Linguistic Barriers, Psychological Barriers, other Barriers – Cultural, Physical and Organizational Barriers.	10
III	Written and Oral Communication: Business Correspondence – Meaning, Features and Format. Types of Business letters – Inquiry, Complaint, Credit Order, Reply Letters and Circulars. Oral Communication – Meaning and types, Non-Verbal Communication	10
IV	Various concepts of communication – The process of report writing, communication of notice, Preparation of Agenda and minutes, Management Information System – Meaning, Objectives, Types and functions of MIS.	10
V	Modern values of communication – Email, Video Conferencing, social media, Communication system in global business, Types of information Technology and their utility in Business Communication	10

REFERENCE

- Berenson , Mark L. And Levine , David M. Basic Business Statistics : Concepts and Applications , Pearson Education , New York (2022) .
- Bhardwaj , R.S., Business Statistics, Excel Books, New Delhi (2019).
- Elhance, D.N., Fundamentals of Statistics, Kitab Mahal. Allahabad (2018).
- Gupta, S.C., Fundamentals of Statistics, Himalaya Publishing House, Mumbai (2023).
- Gupta. S.P., Business Statistics, Sultan Chand and Sons. New Delhi (2023).

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College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. II Semester

Subject- Business Economics

Paper-Major II

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Understand the foundational concepts of economics and analyse the contribution of Kautilya to Indian economic thought	A
CO 2	Explain the nature and scope of managerial economics and assess its role in effective business decision-making.	A, S
CO 3	Differentiate between inductive and deductive methods of economic study and evaluate their merits, limitations and practical relevance	U
CO 4	Analyse the law of demand, its influencing factors, types, and exceptions and apply the concept in demand measurement and forecasting.	K
CO 5	Identify different market structures and evaluate how pricing and firm equilibrium vary under perfect, imperfect, and monopoly conditions.	U, A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	30	70	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 15 Marks each (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)

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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 70

Unit s	Topics	No. of Lecture
I	Meaning, Definitions, Nature and Scope of Economics. Contributions of Kautilya in Indian Economic Thought.	10
II	Managerial Economics- Meaning and Definitions, Characteristics, Functions and Importance. Role of Business Economics Decision Making. Functions and responsibilities of a Business Economist.	10
III	Methods Of Economic study- Approaches to Economic Study : Inductive and deductive Methods. Inductive Method: Meaning , Nature, History, Merits and Demerits. Deductive Method: Meaning, History, Nature, Merits and Demerits. Difference and Utility of both methods.	10
IV	Law of Demand- Meaning , factors affecting demand. Types of demand, law of demand and exceptions, measurement of demand, Demand forecasting.	10
V	Concept of Market- Meaning , Definitions, Classification, Perfect Competition, Imperfect Competition, and Monopoly Concept, Pricing and Firm Equilibrium.	10

REFERENCE BOOKS:-

- Adhikary, M. Business Economics, Excel Books, New Delhi (2019).
- Chopra, O. P. Managerial Economics, TMH, New Delhi (1985).
- Dewett, K. K. & Chand, Adarsh Modern Economic Theory, Shyam Lal Charitable Trust, New Delhi (2017).
- Ghosh, Geetika & Roy Choudhury, P. Managerial Economics, Tata McGraw Hill, New Delhi (2022).
- Kothari, Milind (Dr.) Prabandhakiya Arthashastra, Madhya Pradesh Hindi Granth Academy, Bhopal (2021).
- Tiwari, Ritu (Dr.) Vyashti Arthashastra (Pratham Varsh), Madhya Pradesh Hindi Granth Academy, Bhopal (2020).



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Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. II Semester

Subject- Subject-Financial Accounting

Paper-Minor

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Students will be able to understand the basics of bookkeeping and accounting.	U
CO 2	Students will be able to know about accounting software.	K
CO 3	Students will be able to do the accounting work of the business unit.	A
CO 4	Students will be able to understand and technically use bank reconciliation statement.	U, S
CO 5	Students will understand the concept of Royalty accounting.	U
CO 6	Students will be able to analyze and interpret financial data of a business	S

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	4	30	70	100

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 15 Mark each (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)



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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 70

Units	Topics	No. of Lectures
I	Introduction to Accounting - Accounting and its place in business and relationship with other financial areas, Double Entry System. Book Keeping - Meaning, Advantages, Concepts and Conventions. Difference between Financial Accounting, Cost Accounting, and Management Accounting. Accounting Practices: Traditional Indian Accounting Practices. Ancient Accounting System - Mahajani Method (Ancient form of Double Entry System).	10
II	Type of books of accounts and their preparation - Journal. Ledger. Trial balance. <i>Introduction</i> to Computerized Accounting software - Cloud books. Wave. Tally.	10
III	Preparation of Final Account - Trading Account, Profit & Loss Account, Balance Sheet. <i>(Sole Trader)</i>	10
IV	Bank Reconciliation Statement, Royalty Accounts	10
V	Branch Accounts. Depreciation Accounting - Fixed Installment Method and Written Down Value Method.	10

REFERENCE

- Batliboi, J.R., Double-Entry Book Keeping: A Complete Treatise on the Fundamentals of Accounting Written Specifically for Indian Students and Businessmen, Standard Accountancy Publications, Mumbai (2021).
- Dhand, Rakesh (Dr.), Avasthi, Paritosh (Dr.), Tiwari, Sanjay (Dr.), Pandey, Sanjay (Dr.), and Talreja, Jitendra (Dr.), Lekhankan Ke Adharbhoot Siddhant, Madhya Pradesh Hindi Granth Academy, Bhopal (2023).
- Gupta, R.L., Advanced Accounting, Sultan Chand & Sons, New Delhi (2023).
- Jain, P.K. (Dr.), Soni, M.L. (Dr.), and Soni, Ashok, Vitiya Lekhankan, Madhya Pradesh Hindi Granth Academy, Bhopal (2022).
- Mukherjee, Hanif, Financial Accounting, Tata McGraw Hill, New Delhi (2023).
- Shukla, M.C. and Grewal, T.S., Financial Accounting, S Chand Publishing, New Delhi (2019).