



B. B.A. Part – I, Semester I, CBCS
Syllabus with effect from June, 2018

Semester	I	Total credit	4
Course code	AECC1361A	Credit pattern	L-60 T-- P--
Course title	English for Business Communication		

Course Outcome: At the end of this course learners will able to	
CO 1	To enable students to understand different types of communication barriers and to overcome them
CO 2	To acquaint students with different types of communications
CO 3	To enable students to draft notice, memo and circulars effectively
CO 4	To enable students with all soft skills and writing skills essential job interview

Semester	II	Total credit	4
Course code	AECC1361B	Credit pattern	L-60 T-- P--
Course title	English for Business Communication		

Course Outcome: At the end of this course learners will able to	
CO 1	To enable students to understand Seminar, Conferences, Group Discussion and Effective Presentation
CO 2	To acquaint students with different types of communications
CO 3	To enable students to draft Report effectively
CO 4	To enable students with all soft skills and writing skills essential job interview



Semester	I	Total credit	4
Course Code	Core Course – CCSubject Code – CC-1362A	Credit pattern	L-60 T-- P--
Course title	Principles of Business Management PaperI		

Course Outcome: At the end of this course learners will able to	
CO 1	Understand the fundamentals of management.
CO 2	Be able to explain planning process.
CO 3	Understand Contribution Towards Management Thought
CO 4	Know staffing and organizing.

Semester	II	Total credit	4
Course Code	CC-1362B	Credit pattern	L-60 T-- P--
Course title	Principles of Business Management PaperII		

Course Outcome: At the end of this course learners will able to	
CO 1	Have an understanding of the skills, abilities, and tools needed to become a leader.
CO 2	Describe Motivational theories.
CO 3	Understand need for change and resistance to change.
CO 4	understand leadership styles

Semester	I	Total credit	4
Course Code	CC-1363A	Credit pattern	L-60 T-- P--
Course title	Financial Accounting Paper I		

Course Outcome: At the end of this course learners will able to	
CO 1	Describe Management Information System (MIS)
CO 2	Demonstrate calculations of depreciation.
CO 3	Prepare Final accounts of Partnership firm.
CO 4	Understand Accounting Packages.



Semester	II	Total credit	4
Course Code	CC-1363B	Credit pattern	L-60 T-- P--
Course title	Financial Accounting Paper II		

Course Outcome: At the end of this course learners will able to

CO 1	Describe Management Information System (MIS)
CO 2	Demonstrate calculations of depreciation.
CO 3	Prepare Final accounts of Partnership firm.
CO 4	Understand Accounting Packages.

Semester	I	Total credit	4
Course Code	Core Course – CCSubject Code – CC-1365A	Credit pattern	L-60 T-- P--
Course title	Marketing Management Paper I		

Course Outcome: At the end of this course learners will able to

CO 1	Explain basic concepts of Marketing
CO 2	Understand the Different types Marketing
CO 3	To get knowledge about consumer behavior
CO 4	Be Able to concepts of segmentation, Targeting ,positioning

Semester	II	Total credit	4
Course Code	Core Course – CCSubject Code – CC-1365B	Credit pattern	L-60 T-- P--
Course title	Marketing Management Paper II		

Course Outcome: At the end of this course learners will able to

CO 1	Explain basic concepts Marketing Mix
CO 2	Understand the concept Production and Pricing decision
CO 3	To get knowledge about Promotion and place
CO 4	Able to Understand the concepts of CRM and E-CRM



Semester	I	Total credit	4
Course Code	GEC-1367A	Credit pattern	L-60 T-- P--
Course title	Human Resource Management Paper I		

Course Outcome: At the end of this course learners will able to

CO 1	Interpret the concepts of Human resource management and HR manager
CO 2	To get knowledge about Human resource planning
CO 3	Describe the concepts of Recruitment and selection
CO 4	Illustrate International HRM and challenges of International HRM

Semester	II	Total credit	4
Course Code	GEC-1367B	Credit pattern	L-60 T-- P--
Course title	Human Resource Management Paper II		

Course Outcome: At the end of this course learners will able to

CO 1	Understand the concepts Performance appraisal
CO 2	To get knowledge about Promotion, Transfer, and Demotion
CO 3	Describe the concept of composition management
CO 4	Illustrate Employee relations

Semester	I	Total credit	4
Course Code	Core Course – CCSubject Code – CC-1364A	Credit pattern	L-60 T-- P--
Course title	Business Economics Paper I		

Course Outcome: At the end of this course learners will able to

CO 1	Understand concept of economics, business economics and difference between micro and macro economic analysis
CO 2	Know demand function and measures of responsiveness of demand with its determinants.
CO 3	Know production function and various cosT
CO 4	To know revenue concepts and their applications



Semester	II	Total credit	4
Course Code	Core Course – CCSubject Code – CC-1364B	Credit pattern	L-60 T-- P--
Course title	Business Economics Paper II		

Course Outcome: At the end of this course learners will able to

CO 1	Understand the causes and consequences of different market structures
CO 2	Apply micro economic analysis to the firm under different market conditions
CO 3	Understand different pricing practices in business
CO 3	The firm under different market conditions

Semester	I	Total credit	4
Course Code	GEC-1366A	Credit pattern	L-60 T-- P--
Course title	Computer Application in Business-I		

Course Outcome: At the end of this course learners will able to

CO 1	Understood the concepts related to computer IT and its use in management
CO 2	Students are able to use word and PowerPoint in fine way
CO 3	Students understood the recent trends in IT internet and IT industry
CO 4	Power Point in fine way

Semester	II	Total credit	4
Course Code	GEC-1366B	Credit pattern	L-60 T-- P--
Course title	Computer Application in Business-II		

Course Outcome: At the end of this course learners will able to

CO 1	Understand the various concepts, processes and importance of computer network and terminology related to it
CO 2	Understand how to write various reports using Excel
CO 3	Understand Computer assisted audit tool for fraud detection and audit purpose its concept with examples
CO 4	Understand BPR process and various terminologies related to it