

**Department of BBA**

**Content with Focus on Employability, Entrepreneurship, Skill Development**

Sr. No.	Name of the Course	Course Code	Year of Introduction	Content with focus on employability	Content with focus on entrepreneurship	Content with focus on skill development
<b>BBA-I</b>			<b>BBA 2018-19</b>			
1	Business Communication-I	AECC-1361A	2018-19	Communication network	Employment Communication Public speech ,face to commuication	Job interviews, resume writing Seminar presentation,report writing
2	Principles of Business Management-I	CC -1362A	2018-19	Planning, Oraganizing Communication types	Staffing, directiong , decision making, Leading	Managerial skill leading & controlling Controlling technique
3	Financial Accounting Paper I	CC-1363A	2018-19	Concepts of accounting, Book keeping, Accounting information system	Preparation of financial statements, TALLY	Accounting practices, E- DATA PROCESS
4	Marketing Management-I	CC -1365A	2018-19	CORE CONCEPTS OF MKTG, Marketing mix	Types of marketing, CRM	Consumer behaviour PROMOTION, persona l selling
5	Human Resource Management-I	GEC-1367A	2018-19	HRM Planning, Employee Relation	Recruitment & Selection, Performance	Qualities HR manager Training methods



					Appraisal	
6	Business Economics (Micro) Paper- I	CC-1364A	2018-19	Law of Marginal Utility, Consumer surplus, production & cost	Business decisions,	Cost & pricing concepts
7	Computer Application In Business-I	GEC – 1366A	2018-19	Operating systems, languages, graphics	Working with excel, computer network	Audit techniques, Social networking
<b>BBA-II</b>			<b>BBA 2019-20</b>			
8	Management Accounting Paper- I	CC-1369C	2019-20	Setting of standard costing, funds flow	Significance of HR Accounting	Ratio analysis
9	Entrepreneurship Development Paper -I	GEC1372C	2019-20	Qualities of entrepreneur	Rural entrepreneurship	Skills & abilities of entrepreneurs
10	Production Management Paper- I	GEC-1370C	2019-20	Production ,planning & controlling	SCM	Quality management techniques
11	Service Sector Management Paper- I	CC-1368C	2019-20	Hospital services, transport services	Classification of services	Emergency care .
12	Business Economics (Macro-I) Paper- I	CC-1371C	2019-20	Demand & supply analysis	Saving & investments	Direct & indirect taxes
13	Statistical Techniques for Business Paper- I	GEC1373C	2019-20	Data analysis	SQC	ANALYTICAL SKILLS
14	E-commerce Paper- I	GEC-1374C	2019-20	e- business & e commerce	E securities, legal issues	Credit & debit cards
<b>BBA-III</b>			<b>BBA 2020-21</b>			
15	Financial Management Paper I	CC-1377E	2020-21	Working capital mgmt, financial planning	Capital Budgeting	Corporate restructuring



16	Recent Trends in Marketing-I	GEC-1376E	2020-21	CRM, Marketing Information System	Marketing Communication	Challenges of Agricultural marketing Online marketing
17	Research Methodology	GEC-1381	2020-21	Data analysis	Research methodology	Idea of research
18	Fundamentals of Business Laws and Tax Laws V Paper I	GEC1378E	2020-21	Tax laws	Negotiable instruments	IPR Skills
19	Practices in Modern Management	CC3-1375 E	2020-21	Management Techniques	Challenge & tasks needed for managers	SWOC
20	Foundation of Human Skills-I	GEC-1379E	2020-21	Understanding self, learning	Communication, motivation	EQ, Quality behaviour
<b>BBA-II</b>		<b>BBA 2021-22</b>				
21	Fundamentals of Entrepreneurship	CC-1372C	2021-22	Development of entrepreneurs	Women entrepreneurship	Quality of successful entrepreneur
22	Management Accounting-I	CC-1373C	2021-22	Budgetary control	HRM Accounting	Decision making
23	Service Marketing	CC1374C	2021-22	Service delivery process	Developing managerial clients	Services qualities
24	Strategic Management	CC1375C	2021-22	Strategic evaluation & control	Techniques of strategic control	Cost leadership
25	E-Commerce-I	CC1376C	2021-22	e-commerce policy	e-financing, e-banking	Promoting direct marketing
26	Statistical Techniques for Business-I Allied Course-	1377C	2021-22	Graphical techniques	Elaboration of business idea, entrepreneurship 1 venture	Start-up skills



BBA-III			BBA 2022-23			
27	Practices in Modern Management	CC-1375E	2022-23	EVENT management	CSR & Business ethics	Time management
28	Recent Trends in Marketing-I	GEC-1376E	2022-23	Rural & agro marketing	Marketing communication	Recent marketing skills, Global marketing
29	Financial Management-I	CC-1377E	2022-23	Preparation of WC	Concept capitalization	Understanding FM
30	Fundamentals of Business Laws-I	GEC-1378E	2022-23	Tax laws	Business law	Basic of contract acts
31	Foundation of Human Skills-I	GEC-1379E	2022-23	Basics skills	Communication skills,	Career development
32	International Business-I	GEC-1380E	2022-23	Understanding Trade blocks	EXIM Policy	Role of FEMA & ECGC
BBA-I			BBA 2023-24 (NEP)			
1	Principles of Business Management	DSC05MGT11	2023-24	Planning and Organising	Management as a Profession	Leading & controlling Controlling technique
2	IT-in Business Management	DSC05MGT12	2023-24	Computer Software Hardware Operating systems	O.S. Computer Languages	Recent Trends in Information Technology
3	Financial Accounting- I	MIN05ACC11	2023-24	Subsidiary books and trial balance	Accounting concepts and Conventions	Book keeping and financial Accounting
4	Marketing Management- I	MIN05MGT12	2023-24	Importance of marketing, understanding core concepts of marketing	Trade Show marketing	Social Media Marketing
5	Business Economics- I	OEC05ECO11	2023-24	Measurement of Elasticity of demand	Business decisions	Long Run & Short Run Production
6	IT Application tools and	SEC05MGT11	2023-24	MS Office	Excel as GST	MS Word, Word basic,



	technology in Business			components	Reporting	and command
7	Business Communication- I	AEC05ENG11	2023-24	Importance of business communication	Communication barriers and how to overcome them	Office drafting: Notice, agenda and Memo
8	Human capital in Agribusiness management from ancient India	IKS05MGT11	2023-24	Agribusiness Value	implementation in economy & outcomes	Agribusiness Techniques
9	Organization Behaviour	DSC05MGT21	2023-24	Organizational Conflict	Organizational culture	Stress Management
10	IT-in Business Management	DSC05MGT22	2023-24	social networking Ethics Using the Internet and Social Media	Data Centres and Infrastructure	core idea of Industry
11	Financial Accounting- II	MIN05ACC21	2023-24	Doctor, Chartered Accountant Receipt and Payments Receipt and Expenditure	Preparation of Trading Account	Profit and Loss A/c. Balance Sheet
12	Marketing Management- II	MIN05MGT22	2023-24	Economic Factor	economic model, learning model, psychological model.	target marketing
13	Business Economics- II	OEC05ECO21	2023-24	Demand & supply analysis	Saving & investments	Direct & indirect taxes
14	Fundamentals of Law- I	SEC05LAW21	2023-24	Justice Delivery System in India	Essentials of valid contract	Classification Of Discharge of Contract – Breach of Contract – Definition – Concept – Remedies for Breach of Contract under The Indian Contract Act.





15	IT Application tools and technology in Business	SEC05MGT22	2023-24	Maintenance of inventory records	Government Taxes	various business functions and Defining ERP, Origin and Need for an ERP System, Benefits of an ERP System, Reason
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