

Department of BBA
Content with Cross-cutting Issues

Sr. No	Name of the Course	Course Code	Year of Introduction	Professional Ethics	Gender	Human Values	Environment and Sustainability	Sustainable Development Goals	NEP - 2020 (truth (satya), righteous conduct (dharma), peace (shanti), love (prem), nonviolence (ahimsa), scientific temper, citizenship values, life-skills; lessons in seva/service and participation in community)



									service education)
BBA (Newly Introduced between 2018-19 and 2020-21)									
1	Business Communications	AECC-1361A	2020-21			Communication	Soft skill	Communication Network, Memo writings, Circulars & Notices	
2	Principles of Business Management-	CC-1362B	2020-21			Directing, Planning	Motivation	Leading, Controlling	
3	Financial Accounting-	CC-1363B	2020-21			Information System	Accounting Packages,	Management Depreciation, Accounting Packages, Final A/c of Partnership Firm.	
4	Marketing Management-	CC-1365B	2020-21			Customer relationship management	Promotion	Marketing Mix, Product Decisions & Pricing Decisions,	
5	Human	GEC-	2020-21			Performanc	Promotio	Compensati	



	Resources Management-	1367B				Performance Appraisal	Transfer & Demotion,	Personnel Management, Employee relations.	
6	Computer Application In Business	GEC-1366A	2018-19					Computer Hardware, Computer Software, Basics of Word, Power Point Presentation	
7	Principles of Business Management-II	CC-1362B	2018-19		Feminism			Motivation, Leading, Controlling	
8	Financial Accounting-II	CC-1363B	2018-19					Management Information System, Depreciation, Accounting Packages, Final A/c of Partnership Firm.	
9	Marketing Management-II	CC-1365B	2018-19					Marketing Mix,	



								Product Decisions & Pricing Decisions, Promotion, Customer relationship management.	
10	Human Resources Management-II	GEC-1367B	2018-19					Performance Appraisal, Promotion, Transfer & Demotion, Compensation management, Employee relations.	
12	Business Economics-II	CC-1364B	2018-19					Introduction of Economics, Consumer Behaviour, Demand Analysis, Production & Cost	



12	Computer Application in Business	GEC-1366B	2018-19					Introduction to Computer Network, Spreadsheets & Computerised Audit Tools, Introduction to Accounting & Taxation, Introduction to Business Process Reengineering.	
13	Management Accounting Paper	CC-1369C	2019-20			Human Resources Accounting	Understanding of Material	Break even analysis	Labour Varaince
14	Entrepreneurship Development	GEI1372C	2019-20	EDP		Developing skills and abilities	Sources of Business ideas	Field work	Identify Sources
15	Production	GEC-	2019-20			Planning	Factory	Technique	



	Management	1370C				and control	layout	of PPC	
16	Material management	GEC - 1370D	2019-20	Techniques of Inventory Management			Method of Purchasing	Flow of material	
17	Service sector management	CC-1368C	2019-20	Clasification of Services		Hotel services, Hospital services	CRM	Understandi ng the concept of services	Prioritizati on of Insurance services
18	Business Economics	CC!371 C	2019-20	Interrelationsh ip among price and income		Economic growth	Economic Develop ment	Saving and investment	
19	Statistical Techniques for business	GEC13 73C	2019-20				Graphical represent ation	Sampling Techniques	
20	E-commerce	GEC13 74D	2019-20	Communicatio n technologies			Social networki ng	Ecommerce stratagies	
21	Information Technology in business management	1366A	2020-21	Industrial Revolution		Improve overall performanc e		Software licening	
22	Organizational Behaviour	CC1367 B	2020-21	Organizational Culture		Stress managemen t		Group behaviour	
23	Cost Accounting	CC1370 B	2020-21	Cost Sheet			Level of Stock		LIFOFIFO, Simple Average
24	IT Application	CC1370	2020-21	Cloud					Audit



	tools and technology in business	B		Technology					Techniques
25	Recent trend in Marketing	GEC-1376E	2021-22	Marketing Communication		Rural marketing	Agro marketing	Future medium of communication	Customer dissatisfaction and delight
26	Foundation of Human Skills	GEC 1379E	2021-22	Emotional quotients		Different Human Skills	Quality behavior	Communication Skills	
27	Fundamentals of Entrepreneurship	CC-1372C	2021-22	Entrepreneurship	Feminism	Women and Social Entrepreneurship		EDP	
28	Service Marketing	CC1374C	2021-22	Service Marketing		Challenges of Services marketing	Process of service Marketing		
29	Strategic management	CC1375C	2021-22	Organization vision and mission			Corporate governance	Environmental analysis	
30	Entrepreneurship and project management	CC137AT	2021-22	Economic Development			Economic Development		
31	Production and Operation Management	CC1380D	2021-22	Production Management				Quality management	
32	Research	CC138	2021-22	Data analysis				Research	Sample



	Methodology	D						paper and Report	Design
33	Practices in modern Management	CC-1375E	2022-23	Modern Management		Social responsibilities	Business ethics	Organization environment	Time and Event Management
34	Recent trends in marketing	GEC-1376E	2022-23	Marketing Communication		Rural marketing	Agro marketing	Future medium of communication	Customer dissatisfaction and delight
35	Fundamentals of Business law	GEC 1378E	2022-23	Business law		Contract act	Sales of good act	Breach of contract	Tax law with classification
36	Fundamentals of business and tax law	GEC1378F	2022-23	Indian company act 2013		Consumer protection act	Negotiable instrument act	Inter lecture property rights	
BBA (NEP 2023-24)									
1	Principles of Business Management	DSC05M GT11	2023-24	Management as an Art		Modern Approach of Management	Planning Process,	Importance of Directing	Techniques and Tools.
2	IT-in Business Management	DSC05M GT12	2023-24	Evolution of Computers		O.S. Computer Languages	Basic commands in Windows	maintenance version control, Lifecycle, licensing, valuation, risk	



								management	
3	Financial Accounting- I	MIN05A CC11	2023-24	Functions of accounting				Management Information System	
4	Marketing Management- I	MIN05M GT12	2023-24	Concepts of marketing		Rural marketing	Green marketing	Trade Show marketing	
5	Business Economics- I	OEC05E CO11	2023-24	Interrelationship among price and income		Economic growth	Economic Development	Saving and investment	Interrelationship among price and income
6	IT Application tools and technology in Business	SEC05M GT11	2023-24	Cloud Technology					Audit Technices
7	Human capital in Agribusiness management from ancient India	IKS05M GT11	2023-24	importance in agricultural		Need of agribusiness	valley agri practices	farming practices	
8	Organization Behaviour	DSC05M GT21	2023-24	Relationship between Management		Organizational culture	factor causing stress	Quality of Work life	
9	IT-in Business Management	DSC05M GT22	2023-24	Basic Idea Of Network		social networking Ethics	Organizational Structures, BPR	current state of Industry 4.0	



							Project Success failure reasons,		
10	Financial Accounting- II	MIN05A CC21	2023-24	Final accounts of sole proprietorship			Profit and Loss A/c		
11	Marketing Management- II	MIN05M GT22	2023-24	Psychological factor, Social Factor, Cultural Factor, Personal Factor and Economic Factor.		customer relationship management,	Social Factor	market segmentation strategies	
12	Business Economics- II	OEC05E CO21	2023-24					Introduction of Economics, Consumer Demand Analysis, Production & Cost	
13	Fundamentals of Law- I	SEC05LA W21	2023-24	Philosophy of law		Essentials of Contract of Sale	Business Law	Justice Delivery System in India	
14	IT Application tools and technology in Business	SEC05M GT22	2023-24	Maintenance of inventory records			business data analytics Power –BI and use of	Origin and Need for an ERP System	



							power BI For Business Analytics		
15	Business Communication- II	AEC05E NG21	2023-24	Communication			Soft skill		

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