

(Applicable to the batch of students admitted in the academic year 2025-2026 onwards)

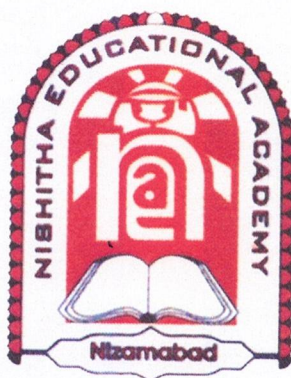
Bachelor of Business Administration (BBA) (CBCS)

Faculty of Business Management, NDC

# **Bachelor of Business Administration (BBA)**

## **Syllabus (CBCS)**

*(w.e.f. 2025–2026)*



**FACULTY OF BUSINESS MANAGEMENT**  
**NISHITHA DEGREE COLLEGE**  
**(AUTONOMOUS)**  
**NIZAMABAD - 503 003 T.G.**

# **2025**

(Applicable to the batch of students admitted in the academic year 2025-2026 onwards)

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**B.B.A (Bachelor of Business Administration)  
COURSE STRUCTURE w.e.f from 2025-2026**


SNo	Code	Course Title	HPW	Credits	Exam Hrs	Marks
(1)	(2)	(3)	(5)	(6)	(7)	(8)
<b>SEMESTER - I</b>						
1.	AEC1	English (First Language)	5	5	3 Hrs	70U+30I
2.	SLS1	Second Language	5	5	3 Hrs	70U+30I
3.	MJR101	Principles & Practices of Management	5	5	3 Hrs	70U+30I
4.	MJR102	Basics of Business Economics	5	5	3 Hrs	70U+30I
5.	MJR103	Fundamentals of Marketing	5	5	3 Hrs	70U+30I

SNo	Code	Course Title	HPW	Credits	Exam Hrs	Marks
(1)	(2)	(3)	(5)	(6)	(7)	(8)
<b>SEMESTER - II</b>						
1.	AEC2	English (First Language)	5	5	3 Hrs	70U+30I
2.	SLS2	Second Language	5	5	3 Hrs	70U+30I
3.	MJR201	Financial Accounting	5	5	3 Hrs	70U+30I
4.	MJR202	Organizational Behaviour	5	5	3 Hrs	70U+30I
5.	MJR203	Business Statistics	3T+4P	5	3 Hrs	50U+30P+20I

THPW: Theory Periods Per Week;  
AEC: Ability Enhancement Course;  
SEC: Skill Enhancement Course;  
VAC: Value Added Course;  
RMP: Research Methodology & Project Report;  
T: Theory; P: Practical; I: Internal Exam U: University Exam;  
PR: Project Report; IS: Internship; VV: Viva-Voce Examination.

ESED: End Semester Exam Duration;  
SLS: Second Language Skill;  
MJR: Major Course;  
MDC: Multi-Disciplinary Course;

  
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## **MJR 101: PRINCIPLES & PRACTICES OF MANAGEMENT**

Paper Code: MJR 101

Max Marks: 70U+30I=100

THPW : 5, Credits : 5

ESED : 3 Hours

### Course Objectives:

- To define management, its nature, scope, and dual role as an art and science, and identify managerial roles and functions.
- To examine the evolution of management theories and understand planning types, processes, and decision-making steps.
- To analyze principles of organizing, types of organizational structures, authority, responsibility, delegation, and decentralization.
- To study staffing processes, directing techniques, communication channels, and control mechanisms.
- To explore digital transformation, data-driven decision-making, remote work, ethical management, and sustainability.

### Course Outcomes: Students will be able to

- Explain management concepts, its art-science duality, and managerial roles and functions.
- Assess management theories and apply planning types and decision-making processes.
- Evaluate organizational structures and implement authority, responsibility, delegation, and decentralization.
- Execute staffing, directing, communication, and control processes effectively.
- Address digital transformation, data-driven decisions, remote work, ethical practices, and sustainability in management.

### Unit I – Introduction to Management


Definition, Nature & Scope of Management; Management as both art and science; distinction between managers and administrators; Managerial Roles & Skills; Functions of Management, Levels of Management.


### Unit II – Management Thought & Fundamentals of Planning

Evolution of Management Thought: Classical (Taylor, Fayol, Max Weber), Human Relations (Mayo), Behavioral (McGregor), Systems & Contingency approaches; Modern Management Approaches – Lean and Agile Approach - Planning: Importance, Objectives, Steps, Types (strategic, tactical, operational), MBO; Decision-Making: Meaning, Steps in process.

### Unit III – Organizing

Organizational Structure: Principles of organizing, Formal vs informal, common organizational structures, departmentalization, line–staff authority, span of control ; Authority &

  
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Responsibility; Delegation & Decentralization.

#### Unit IV –Staffing, Directing & Controlling

Staffing: Recruitment, Selection, Induction & Orientation; Directing: Meaning, Elements, Importance, Supervision, Coordination; Communication: Process, channels, barriers; Control Mechanisms: Types of control, Steps and Challenges.

#### Unit V – Contemporary Challenges & Trends

Digital Transformation in Management: Meaning and Scope; Data Driven Decision Making: Meaning and Significance; Remote Work and Hybrid Teams; Ethics in Management; Sustainability: Meaning and Importance.


#### Suggested Reference Books

- Koontz, H., & Weihrich, H. (2016). *Essentials of management*. Tata McGraw-Hill.
- Prasad, L. M. (2020). *Principles and practice of management*. Sultan Chand & Sons.
- Robbins, S. P., Bergman, R., Stagg, I., & Coulter, M. (2014). *Management*. Pearson.
- Ramasamy, T. (2018). *Principles of management*. Mumbai: Himalaya Publishing House.
- Schermerhorn, J. R., & Bachrach, D. G. (2016). *Introduction to management* (13th ed.). Wiley.
- Tripathi, P. C., & Reddy, P. N. (n.d.). *Principles of management*. Tata McGraw- Hill Education.



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**Paper MJR 102: BASICS OF BUSINESS ECONOMICS**

**Paper Code: MJR 102**

**THPW : 5, Credits : 5**

**Max Marks: 70U+30I=100**

**ESED : 3 Hours**

**Course Objectives:**

- To define business, profession, and employment, and evaluate sole proprietorship, partnership, Cooperatives and company forms.
- To outline business economics, its scope, and concepts of scarcity, choice, opportunity cost, and marginalism.
- To analyze demand, its determinants, law of demand, elasticities, and forecasting methods.
- To examine production functions, cost classifications, and break-even analysis.
- To study market structures, pricing strategies.

**Course Outcomes:** Students will be able to

- Distinguish business, profession, and employment, and assess business organization forms.
- Apply scarcity, choice, opportunity cost, and marginalism in economic decisions.
- Evaluate demand, its law, elasticities, and forecasting techniques.
- Analyze production, costs, and break-even points.
- Identify market structures, pricing strategies.

**Unit I – Introduction to Business**

Concepts of Business, Profession, Employment; Forms of Business Organization: Sole Proprietorship, Partnership, Cooperatives and Company Form – Characteristics, Advantages and Disadvantages.

**Unit II – Basic Economic Concepts**

Business Economics: Definition, Nature & Scope of Business Economics; Micro vs Macro perspectives, Relationship with other disciplines; Scarcity, Choice, Opportunity cost, Incremental cost, marginalism, equi-marginal principle;

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### Unit III –Demand Analysis

Demand Concepts: determinants, law of demand, movement vs shift, price/ income/ substitution effects; Elasticities: price, income, cross; Supply: Law of Supply. Demand Forecasting : Methods.

### Unit IV –Production & Cost Analysis

Production Function: short- and long-run concepts, law of variable proportions, returns to scale; Cost Concepts & Classification: fixed/ variable, average/ marginal, sunk, opportunity cost; Break-Even Analysis (BEP): Definition.

### Unit V – Market Structures & Pricing Strategies

Market Types: features of perfect competition, monopoly, Duopoly, Monopolistic Competition, oligopoly; Pricing strategies: Market Positioning, Kinked Demand Curve (Only Concepts)

### Suggested Reference Books

- Dwivedi, D. N. (1980). Managerial economics. Vikas Publishing House.
- Maheshwari, Y. (2012). Managerial Economics. PHI Learning Pvt. Ltd..
- Mehta, P. L. (1995). Managerial Economics: Analysis, Problems and Cases. Sultan Chand & Sons.
- Ahuja, H. L. (2017). Business economics (9th ed.). S. Chand & Company.
- Varshney, R. L., & Maheshwari, K. L. Managerial economics. New Delhi: Sultan Chand & Sons.



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**MJR 103 : FUNDAMENTALS OF MARKETING**

Paper Code: MJR 103

Max Marks: 70U+30P=100

THPW :5, Credits : 5

ESED : 3 Hours

**Course Objectives:**

- To define marketing, its core concepts, and distinguish it from selling, addressing marketing myopia.
- To evaluate micro/macro marketing environments and apply consumer market segmentation, targeting, and positioning.
- To analyze product classifications, life cycle management, and pricing methods.
- To assess integrated marketing communications, distribution channel design, and logistics.
- To examine online marketing, social media, CRM, PRM, and green marketing practices.

**Course Outcomes:** Students will be able to

- Define marketing, distinguish it from selling, and recognize marketing myopia.
- Analyze marketing environments and execute segmentation, targeting, and positioning.
- Classify products, manage product life cycles, and apply pricing strategies.
- Implement promotion strategies and design distribution channels and logistics.
- Utilize online marketing, social media, CRM, PRM, and sustainable marketing.

**Unit I – Introduction to Marketing**


Foundations of Marketing: Definitions, Core Marketing concepts: Needs, Wants and Demand, Evolution of Marketing; Marketing vs Selling & Marketing Myopia; Marketing Mix.


**Unit II – Marketing Environment and Segmentation**

Marketing Environment: Micro/ Macro factors; Segmentation: Definition, Bases for Consumer market Segmentation; Targeting – Definition, Key Factor Considerations & Positioning.

**Unit III – Marketing Mix: Product & Pricing Strategies**

Product: Product levels, Classification; Product Life Cycle Management; Pricing Strategies: setting the Price, Pricing methods, Factors influencing pricing.

  
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#### Unit IV – Marketing Mix: Promotion & Place Decisions

Integrated Marketing Communications (IMC): Meaning, Elements of IMC; Advertising, Sales Promotion, Public relations; Distribution Channels: Role, Design, Intermediaries; Logistics: Introduction

#### Unit V – Emerging Trends in Marketing

Online Marketing; Social Media – Role and Significance; CRM, PRM, Experiential Marketing, Green and Sustainable Marketing Practices.


#### Suggested Reference Books

- Kotler, P., Armstrong, G., & Agnihotri, P. (2018). Principles of marketing (17th ed.). Pearson Education.
- Kotler, P., Armstrong, G., Agnihotri, P., & Haque, E. U. Principles of marketing. Pearson Education/Prentice Hall of India.
- Saxena, R. Marketing management. Tata McGraw-Hill.
- Ramaswamy, V. S., & Namakumari, S. (2018). Marketing management: Global perspective Indian context. Macmillan Publishers India Limited.
- Lamb, C. W., Hair, J. F., Sharma, D., & McDaniel, C. (2016). Principles of marketing: A South Asian perspective. Cengage Learning.



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**MJR 201 : FINANCIAL ACCOUNTING**

Paper Code: MJR 201

Max Marks: 70U+30P=100

THPW :5, Credits : 5

ESED : 3 Hours

**Course Objectives:**

- To define financial accounting, its scope, users, characteristics, and GAAP/IFRS principles.
- To outline the accounting cycle, double-entry system, Subsidiary Books and Trial Balance
- To apply accrual accounting, adjusting entries, provisions and reserves and prepare trading, profit & loss, and balance sheet.
- To know the preparation of Bank Reconciliation Statement.
- To analyze cash management, depreciation on fixed assets.
- To analyse financial statements using its techniques.

**Course Outcomes:** Students will be able to

- Define financial accounting and apply GAAP/IFRS principles.
- Execute accounting cycle, journal entries, subsidiary Books and trial balance.
- Apply accrual principles and prepare financial statements, Provisions and reserves.
- bank reconciliation statement preparation.
- Manage cash, Depreciation,
- Financial Statement Analysis using its techniques.

**Unit I – Foundations & Conceptual Framework**

Nature, purpose & scope of financial accounting; Users of accounting information (internal/external); qualitative characteristics; Accounting Principles, concepts, and conventions; overview of GAAP/IFRS; Role of accountants. - Accounting Cycle: Concept and Steps; Source documents; Double-entry system: Journal entries. (Including Problems)

**Unit II – Subsidiary Books**

Ledger Posting and T - accounts; Cash and Cash Equivalents: Definitions, Types of Cash Books – Simple, Two Column and Three Column Cash Book, Internal Control, Petty Cash Systems; Purchase and Sales Books, Purchase Returns & Sales Returns Preparation of Trial Balance (Simple Problems)



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### Unit III – Bank Reconciliation Statement

**Bank Reconciliation Statements** - Meaning – Need - Reasons for differences between cash book and pass book balances – Favourable and over draft balances – Ascertainment of correct cash book balance (Amended Cash Book) - Preparation of Bank Reconciliation Statement. (Including simple problems)

### Unit IV – Depreciation & Financial Statement Preparation

Depreciation (AS-6): Meaning – Causes – Difference between Depreciation, Amortization and Depletion - Objectives of providing for depreciation – Factors affecting depreciation – Accounting Treatment – Methods of depreciation: Straight Line Method - Diminishing Balance Method (Including simple problems)


Accrual accounting Principles: Revenue recognition, Matching Concept; Adjusting entries: Prepaid Expenses, Accrued Revenues, Closing Stock Bad Debts, Provision and Reserves;; Trading account, Profit & Loss Account and Balance Sheet. (Problems only with above adjustments)

### Unit V – Techniques of Financial Statement Analysis

Meaning – Objectives - Techniques: Comparative Statement, Common Size Statement, Trend Analysis. Ratios- Meaning , Objectives and Classification—Computation of Activity, Liquidity, Solvency and Profitability Ratios. (including simple problems)

### Suggested References books:

- Porter, G. A., & Norton, C. L. (2001). Financial accounting: The impact on decision makers. South Western Publishing.
- Grewal, T. S., & Gupta, S. C. (2003). Introduction to Accountancy. S. Chand Publishing.
- Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). Accounting for management (4th ed.). New Delhi: Vikas Publishing House.
- Jain, S. P., & Narang, K. L. Advanced accountancy. Kalyani Publishers.
- Narayanaswamy, R. (2022). Financial accounting: A managerial perspective. PHI Learning Pvt. Ltd.
- Arora, R. K. (2018). Financial accounting: Fundamentals, analysis and reporting (2nd ed.). Wiley.
- Shah, P. (2014). Basic financial accounting for management. Oxford University Press.

  
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## MJR 202: ORGANIZATIONAL BEHAVIOUR

Paper Code: MJR 202

Max Marks: 70U+30I=100

THPW : 5, Credits : 5

ESED : 3 Hours

### Course Objectives:

- To define organizational behaviour, its scope, and apply autocratic, custodial, supportive, collegial, and system-oriented models.
- To examine personality traits, attitudes, perception, biases, and attribution theories.
- To analyze motivation theories, leadership styles, and ethical leadership.
- To evaluate group dynamics, communication, and conflict processes.
- To assess organizational culture, change management, diversity, and digital- era OB.

### Course Outcomes: Students will be able to

- Define OB and apply its models (autocratic, custodial, supportive, collegial, system-oriented).
- Assess personality, attitudes, perception, biases, and attribution theories.
- Apply motivation theories and leadership styles.
- Analyze group formation, communication barriers, and conflict types.
- Evaluate culture, change strategies, diversity, and OB in digital and remote settings.

### Unit I – Foundations of Organizational Behaviour

Concept, Nature & Scope of OB; multidisciplinary foundations (psychology, sociology, anthropology) Models of OB: Autocratic, custodial, supportive, collegial, and system-oriented.

### Unit II – Individual Behaviour

Personality and Attitudes – Meaning of personality – Traits Theory, MBTI, Big Five, Attitude: Meaning, Components; Johari Window; Perception and Attribution: Nature and importance of Perception – Perceptual Process, Biases, Bounded Rationality; Ethical Dilemmas; Attribution Theories.

### Unit III – Motivation & Leadership

Motivation Theories: Maslow, Theory X/Y, ERG, Herzberg, McClelland, Vroom, goal-setting, self-efficacy; Leadership Styles, Transactional Leadership, Transformational Leadership, Servant leadership; Ethical & Responsible Leadership.

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#### Unit IV – Group & Interpersonal Dynamics


Group Behaviour & Teams: Formation stages, roles, norms, cohesiveness, team effectiveness, cross-cultural teams ; Communication & Interpersonal Skills: Channels, barriers; Conflict in Organizations: Functional vs dysfunctional conflict, conflict process.


#### Unit V – Organisational Culture, Change & Contemporary Trends

Culture: Definition, functions, cultural dimensions (Schein, Hofstede); Change Management: Forces/drivers of change, resistance strategies, Lewin's 3-step model; Contemporary Topics: Managing diversity/ inclusion, Role of OB in digital era, Remote Teams; Ethics & Well-Being.

#### Suggested Reference Books

- Robbins, S. P., Judge, T. A., & Vohra, N. (2019). *Organizational behaviour by Pearson 18e*. Pearson Education India.
- Luthans, F. *Organizational behavior*. McGraw-Hill.
- Rao, V. S. P., & Narayana, P. S. *Organization theory and behavior*. Konark Publishers.
- Prasad, L. M. *Organizational theory and behavior*. Sultan Chand & Sons.
- Aswathappa, K. *Organizational behavior*. Himalaya Publishing House.
- Hitt, M. A. (2009). *Management*. Pearson Education India.
- Luthans, F. (2009). *Organizational behaviour* (10th ed.). McGraw-Hill.
- McShane, S. L., & Von Glinow, M. A. (2008). *Organizational behaviour* (3rd ed.). Tata McGraw-Hill.
- Nelson, D. L., & Quick, J. C. (2008). *Organizational behaviour* (3rd ed.). Thomson Learning.

  
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**MJR 203 : BUSINESS STATISTICS**

Paper Code: MJR 203

Max Marks: 50U+30P+20I=100

THPW :5 (3T+4P), Credits : 5

ESED : 3 Hours

**Course Objectives:**

- To define statistics, its scope, limitations, and applications, and construct frequency distributions and graphical presentations.
- To calculate measures of central tendency, dispersion
- To analyze correlation types and apply simple linear regression using the least squares method.
- To examine time series components and estimate trends, and construct price and quantity index numbers.
- To introduce basic probability concepts, Central Limit Theorem, and sampling techniques.

**Course Outcomes:** Students will be able to

- Explain statistics, its applications, and create frequency distributions and graphical representations.
- Compute mean, median, mode, geometric mean, harmonic mean, dispersion measures.
- Evaluate correlation and apply simple linear regression for best-fit lines.
- Analyze time series trends and calculate Laspeyres, Paasche, and Fisher indices.
- Apply probability concepts, Central Limit Theorem, and sampling techniques.

**Unit I – Introduction, Data Collection & Presentation**

Meaning, scope, limitations, applications of statistics; Population vs. Sample; Need for data, Types of data, primary & secondary data; survey vs. census; Data classification and tabulation; constructing frequency distributions; Graphical presentation: bar, pie, line, histograms, frequency polygons.

**Unit II – Measures of Central Tendency & Dispersion**

Central tendency: Mean (simple/weighted), median, mode, geometric mean, harmonic mean; partition values (quartiles); Dispersion measures: Range, interquartile range, quartile deviation, mean deviation, variance, standard deviation, coefficient of variation.

**Unit III – Correlation & Regression Analysis**

Correlation: scatter plots, types (positive/negative), Karl Pearson's  $r$ , Spearman's rank correlation, coefficient of determination; Simple linear regression: Least Square Method; lines of best fit, slope/intercept interpretation.

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#### Unit IV – Time Series & Index Numbers


Time series analysis: components—trend, seasonal, cyclical, irregular; Trend estimation methods: moving averages, semi-average, least-squares trend line; Index numbers: price, quantity, indices; Laspeyres, Paasche, Fisher.


#### Unit V – Introduction to Probability & Sampling

Basic probability concepts: Events, Types, Conditional, Marginal, Joint Probability; Central Limit Theorem ; Addition and multiplication Theorem; Bayes' theorem (introduction – no problems); Sampling techniques.

#### Suggested Reference Books

- Gupta, S. P. (2018). *Statistical methods*. Sultan Chand & Sons.
- Gupta, C. B. (2009). *An introduction to statistical methods*. Vikas Publishing House.
- Gupta, S. C., & Kapoor, V. K. (2020). *Fundamentals of mathematical statistics*. Sultan Chand & Sons.
- Sharma, J. K. (2012). *Business statistics*. Pearson Education India.
- Gupta, S. C. (2019). *Fundamentals of statistics* (7th ed.). Himalaya Publishing House.
- Sharma, J. K. (2007). *Business statistics* (2nd ed.). Pearson Education.
- Arora, P. N., Arora, S., & Arora, A. (2009). *Managerial statistics* (1st ed.). S. Chand.
- Sharma, J. K. (n.d.). *Business statistics*. Pearson Education.
- Keller, G. *Statistics for management and economics*. Cengage Learning.
- Bhardwaj, R. S. *Business statistics*. Excel Books.
- Singh, J. K. *Business mathematics*. Himalaya Publishing House.

  
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