



Estd. 1972

Sunbeam
Women's College Varuna
Towards Women Empowerment ...
Post Graduate College
(Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi)
(Accredited by NAAC)

SYLLABUS

2025-26

BBA

I & II Semester

Name of Student:.....

Class:..... Section:

Add: 904/1 Central Jail Road, Sikraul, Varanasi-221002

Sunbeam Women's College, Varuna, Varanasi

Affiliated to M.G.K. Vidyapith

VISION

Sunbeam College envisions to develop culturally rooted, globally oriented, self-reliant women committed to achieve excellence through duty, devotion and discipline.

MISSION

To reinforce duty, devotion towards the society and the Nation, thereafter keeping with the essence of discipline in one's life.

To make students sensitive about social concerns, human rights and thus help them being an eco-conscious individual.

To educate the women of tomorrow, through teaching learning exchange programs, researches and extension activities.

To pursue student-centric learning for self-development & skill development.

To equip and empower students with relevant knowledge, competence, value and creativity to face global challenges.

To facilitate young women to come up with leadership, self-pride and identity in order to become the change makers of the society.

To inculcate skills and practices that help students become culturally rooted, globally oriented & self-reliant.

DEPARTMENT OF MANAGEMENT

VISION

To create visionary professionals in Commerce, Management and entrepreneurs enriched with innovation and leadership skills.

MISSION

DM 1- To enable holistic and value-based development of students' personality with a humane and global outlook which ultimately enhances their employability.

DM 2- To nurture and motivate students to exploit their full potential of required skills for self-employment.

DM 3- Empowering students with all the knowledge and guidance in the specialized field of commerce.

DM 4- To provide contextually relevant commerce education in order to prepare students for higher education in business, commerce and industry.

DM 5- To impart state-of -the-art knowledge in all branches of commerce.

DM 6- To develop a global perspective amongst the students through value-based education for social transformation.

PROGRAM OUTCOME (PO)

PO 1-Business Knowledge: Understand aspects and facts of business world, develop managerial Skills and develop or solve problems by critical thinking abilities for Quantitative and Qualitative decision making.

PO 2-Problem Analysis: Examine and analyse business world problems and its effects at micro and macro level and to make effective decision by comparing business parameters.

PO 3-Entrepreneurial Skill development: Develop management and entrepreneurial skills and qualities with practical knowhow of the concerning areas of business.

PO 4-Effective Communication: Communicate effectively on complex business activities with business communities and stakeholders such as being able to write effective reports and design documentation, effective presentations and proper communication feedback.

PO 5-Ethical attitude: Build ethical approach to the existing business knowledge by applying ethical principles and commit to professional Ethics and responsibility.

PO 6-Social integration and Team work: Develop better time and motion coordination as a team worker in diverse and multidisciplinary settings and to integrate the students in various social activities.

PO 7-Life- long Learning culture with CSR: Develop and enhance the need of life-long learning in fast changing competitive business environment and recognize and develop a sense of responsibility and participation towards environmental, social and stakeholders activities.

PROGRAM SPECIFIC OUTCOME (PSO)

After the completion of the course the to:

PSO 1-Effective decision making in business problem relating day to day operations,tactical skills and communication skills

PSO 2-Work at individual and team level successfully with a research based approach for increased efficiency of work.

PSO 3-Develop and design new business projects or models based on theories andtools of management

COURSE STRUCTURE FOR

PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Session 2025-26

BBA First Year

BBA I SEMESTER

Subject Category	Course Name	Semester Examination Marks	Internal Examination Marks	Credits
Major – 1	Business Economics	75	25	4
Major -2	Basic Accounting	75	25	4
Major -3	Principles of Management	75	25	4
Vocational (Anyone)	1. Voluntary Action & NGO Management 2. Statistical Analysis through SPSS 3. Business English	75	25	3
Co-curricular	Food, Nutrition and Hygiene	100	NA	2
SEMESTER II				
Major – 1	Organisational Behavior	75	25	4
Major -2	Marketing Theory and Practices	75	25	4
Major -3	Computer Applications	75	25	4
Minor (Anyone)	Business Ethics and Governance	75	25	6
Vocational (Anyone)	1. E-Taxation 2. Data Analytics 3. Gandhian Model of Skill Development	75	25	3
Co-curricular	Human Values and Environmental studies	100	NA	2

Academic Calendar for the Session 2025-26
Date sheet for Internal Assessment

SEMESTER I

Date of Exam	Mid Term	
	I Shift	II Shift
17.11.2025	Cocurricular (Food, Nutrition and Hygiene)	Vocational (Voluntary Action & NGO Management/ Statistical Analysis Through SPSS / Business English)
18.11.2025	Major I Business Economics	Major II Principles of Management
19.11.2025	Major III Basic Accounting	-

SEMESTER II

Date of Exam	Mid Term	
	I Shift	II Shift
23.03.2026	Cocurricular (Human Values and Environmental Studies)	Vocational (Data Analytics, E-Taxation, Gandhian Model of Skill Development)
24.03.2026	Minor Business Ethics and Governance	Major I Organisational Behaviour
25.03.2026	Major II Marketing Theory and Practices	Major III Computer Application

Important Dates: Odd Semester

- 17.11.25 Mid Term begins
- 29.11.2025- Parent- Professors Meet (PPM) & Report Card distribution.

Important Dates: Even Semester

- 20.04.26 Mid Term begins
- 04.04.26 -Parent- Professors Meet (PPM) & Report Card distribution.

E- RESOURCE LINK

NPTEL Links for all subjects: <https://onlinecourses.nptel.ac.in/>

“All the Best”

SEMESTER I

Course Name I: BUSINESS ECONOMICS

Credits: 4

Max Marks: 75+25

Course Outcome:

The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Economics.

After the completion of the course, the students will be able to

CO1: Gain knowledge about Business Economics and its Application in realistic situations.

CO2: Conduct Demand Analysis.

CO3: Understand Production concepts and apply cost concepts in short run and long run.

CO4: Understand pricing techniques under different forms of Markets and profit management.

Unit I

Month	W. Days	Topics to be covered
August'25	24	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi - marginal principle

Unit II

Month	W. Days	Topics to be covered
September'25	22	Demand Analysis: Concept of Demand & its determinants. Price, Income, Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting.

Activity: Focused Group discussion on "Demand & Determinants of Demand".

Objective: To make students understand about the changes in price level under various conditions and its impact on the Elasticity of Demand.

Methodology: Focused Group Discussion of 6 students.

Unit III

Month	W. Days	Topics to be covered
October'25	18	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale.

Unit IV

Month	W. Days	Topics to be covered
November'25	24	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures– Perfect, Monopoly, Oligopoly and Monopolistic competition, Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation Mid Term and Revision
December'25		Revision & University Examination

Activity: Power Point Presentation by students on different types of market.

Objective: To make the students understand about relevance of different market structures.

Methodology: PPT Presentation of individual students.

Suggested Readings:

1. Varsney & Maheshwari, Managerial Economics
2. Mote Paul & Gupta, Managerial Economics: Concepts & cases
3. D.N.Dwivedi, Managerial Economics
4. D.C.Huge, Managerial Economics
5. Peterson & Lewis, Managerial Economics

Suggested Link:

https://docs.google.com/spreadsheets/d/e/2PACX-1vQCbGU35MAoqfECfSQCj22Kj-272L_xGjsxjgNCJWlhYn3yA25jKhX8v_NKQYffH0dSS0LquHhzhTnM/pubhtml?urp=gmail_link

Course Name II: Basic Accounting

Credits: 4

Max Marks: 75+25

Course Outcome: The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about accounting.

After the completion of the course, the students will be able to:

CO1: Understand Accounting Principles and other aspects of accounting.

CO2: Rectify errors and prepare bank reconciliation statement.

CO3: Understand the valuation of stocks.

CO4: Understand about Shares and Debentures.

Unit I

Month	W. Days	Topics to be covered
August'25	24	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.

Activity: An assignment on **Practical** execution of the process of accounting on the basis of self-created transactions, passing journal entries, preparing ledger accounts and preparing Trial Balance at the end of the accounting period.

Objective: To acquaint the students about practical application of accounts in Business.

Methodology: Written assignment.

Unit II

Month	W. Days	Topics to be covered
September'25	22	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.

Unit III

Month	W. Days	Topics to be covered
October'25	18	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.

Activity: An assignment on comparing own recorded cash book transactions with the records of pass book and preparing BRS.

Objective: To develop concept of accounting among students and to equipped them with their own set of questions.

Methodology: Written assignment.

Unit IV

Month	W. Days	Topics to be covered
November'25	24	Issue of shares and debentures, Issue of bonus shares and right issue Redemption of preference shares and debentures Mid Term II and Revision
December'25		Revision & University Examination

Suggested Readings:

1. Agarwal B.D., Advanced Accounting
2. Chawla & Jain, Financial Accounting
3. Chakrawarti K.S., Advanced Accounts.
4. Gupta R.L. & amp; Radhaswamy, Fundamentals of Accounting
Jain & Narang, Advanced Accounts

Course Name III: Principles of Management

Credits: 4

Max Marks: 75+25

Course Outcome: The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management.

After the completion of the course, the students will be able to

CO1: Familiar with management thinkers and their contributions

CO2: Gain knowledge about management and its principles

CO3: Understand the managerial functions.

CO4: Understand the basics of leadership and communication process in management.

Unit I

Month	W. Days	Topics to be covered
August'25	24	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor Weber and Fayol in management, Management Vs. administration.

Activity: Power Point presentation by the students on Management and its significance.

Objective: To make the students aware about the importance of management.

Methodology: PPT Presentation of group of 6 students.

Unit II

Month	W. Days	Topics to be covered
September'25	22	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.

Unit III

Month	W. Days	Topics to be covered
October'25	18	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.

Activity: Debate: Which is more effective centralization or decentralization?

Objective: To acquaint the students with the advantages and disadvantages of Centralization and Decentralization.

Methodology: Class debate activity.

Unit IV

Month	W. Days	Topics to be covered
November'25	24	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling. Mid Term and Revision
December'25		Revision & University Examination

Suggested Readings:

1. Pagare Dinkar, Principles of Management
2. Prasad L.M., Principles and Practice of Management
3. Satya Narayan and Raw VSP, Principles and Practice of Management
4. Srivastava and Chunawalla, Management Principles and Practice

COURSE NAME IV: VOCATIONAL / SKILL DEVELOPMENT

Any one Subject:

1. Voluntary Actions and NGO Management
2. Data Analysis through SPSS
3. Business English

VOLUNTARY ACTION & NGO MANAGEMENT

Credits: 3

Max. Marks:25+75

Course Outcomes:

- To understand the concept and historical evolution of voluntary action in India.
- To understand the concept, characteristics and types of voluntary organizations/NGOS.
- To acquire skills of registration, management of NGOs and writing proposals.

Month	W. Days	Topics to be covered
August' 25	24	Unit I Historical Review of voluntary action in India: voluntary action in the 19 th century, British period, the early post-independence period. Structure of voluntary action, nature and concept of voluntary action, rationale behind voluntary action, dimensions of voluntary action, motivation and inspiration for voluntary work.
		<i>Activity: PPT Presentation by the students on the topic voluntary action in the 19th century</i> <i>Objective: To develop the interest about the concept of voluntary action</i> <i>Methodology: PPT Presentation</i>
September'25	22	Unit II Non-Governmental Organizations (NGOs): Meaning, characteristics, types and objectives- relief, charity, developmental activism for mainstreaming of women, s/c and s/t mobilization, lobbying, collaboration and networking. Classification of organizations: Non-Governmental Developmental Organization (NGDO), Voluntary Organization (VO), Voluntary Agency (VA), International Non-Governmental Organization (INGO), Business oriented International Non-Governmental Organization (INGO), Business oriented International Nongovernmental Organization (BINGO), Religious International Non-Governmental Organization (RINGO), Government Operated Non- Governmental Organization (GONGO), Environmental Non-Governmental Organization (ENGO), Quasi-autonomous Non-Governmental Organization (QUANGO).
October' 25	18	Unit III Management of NGOs: Objectives of association, understanding an organization, Registration as a legal form, memorandum of

		Association, By- Laws, Registration process and renewal by Registrar, Powers of Registrar, duties and rights of members, Management Committee, Election and other provisions under (section 20) of SR Act 1860. NGOs relation with administration, Documents of NGO, Acts and provisions: Societies Registration Act 1860. Indian Trust Act 1882. The Indian Companies Act 1956 (Section 25), Trade Union Act 1926. Registration on Darpan portal, 12 A, 80 G., F.C.R.A.
		<i>Activity: Visit to an NGO</i> <i>Objective: To acquaint the students with the working of an NGO</i> <i>Methodology: Educational Visit</i>
November'25	24	Unit IV Project Proposal writing for resource mobilizing: local community resources, Government resources, national and international sources, Resource Utilization, Capital budgeting, income and expenditure statements, accounts and book banks, bank reconciliation statement, inventory, cash and receivable management. Taxation and Assessment of Trust and Society. Transparency and credibility building (social audit) Vouching and verification of accounts. Unit V Project work/Internship/Field work (Non Lecture Mode) - Understand grass roots issues and grass roots actions being taken by community based organizations (CBOs), writing of reports, identification of gap: implementation, generation of ideas and collaboration with local leaders administration. Presentation of reports in writing and/or in audio-visual mode. Revision & Internal Examination
December'25		Revision & University Examination

Suggested Readings:

- <https://egyankosh.ac.in/bitstream/123456789/17111/1/Unit-4.pdf>
- https://pria-academy.org/pdf/ngom/NGOM_1.pdf
- https://ir.nbu.ac.in/bitstream/123456789/1393/9/09_chapter_02.pdf
- https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004131505182050sandhya_yadav_sw_Non_Governmental_Organizations.pdf
- <https://mpbou.edu.in/slm/bswc14.pdf>

Note- Latest edition of the text books should be used.

STATISTICAL ANALYSIS THROUGH SPSS

Credits: 3

Max. Marks:25+75

Course Outcomes:

The objective of this paper is to give basic knowledge about Data Analytics and SPSS.

Month	W. Days	Topics to be covered
August' 25	24	Unit I Data inputs: Entering data in Excel. Creating new variables, recoding variables, and renaming variables.
September' 25	22	Unit II SPSS Environment entering data in SPSS, Data Preparation, Data Transformation, # representation of data. Descriptive Statistics (measures of central tendency, variability, skewness, and kurtosis.
		Activity: Extract the data from web sources and TRANSFORM it through SPSS. Objective: To Understand basic knowledge of ANALYTICS through SPSS Methodology: Practical learning
October' 25	18	Unit III Inferential Statistics-Parametric test: Test for Normality, t-test for single mean, t-test for difference between means, paired t-test.
November' 25	24	Unit IV Analysis of Variance (One-way & Two-way). The correlation coefficient, Linear Regression Revision & Internal Examination
		Activity: Presentation and Implementation of all data analytics calculations through SPSS. Objective: To help the students to understand the importance of ANALYTICAL CALCULATION in this Business Era. Methodology: PPT Presentation
December'25		Revision & University Examination

Suggested Readings:

1. Morgan C A: SPSS for Introductory Statistics; Uses and Interpretation.
2. Robert H. Carver: Data Analysis with SPSS (Version 16).
3. Kiran Pandya, Smruti Bulsari and Sanjay Sinha: SPSS in Simple Steps

Note- Latest edition of the text books should be used.

BUSINESS ENGLISH

Credits: 3

Max. Marks:25+75

Course Outcomes:

After completing this course, the students will be able to:

CO1: Develop written expression of thought and get opportunities to explore ideas and to build connections among different content writing areas.

CO2: Comprehend public speaking abilities through informal and formal conversations.

CO3: Increase their reading speed and understanding through comprehension passages and enlarge their vocabulary through reading synonyms, antonyms, Idioms and phrases.

Month	Working Days	Topic
August'25	24	Unit I: Application and Business Letter Format and Style Enquiries and Replies Business Profile and Proposal
September' 25	22	Unit II: Office Communication and Notification Circular and Memo-Writing Personal Writing: Designing Visiting Cards, Letter pads, Formal and Informal greetings, Postcards, Invitation, Acceptance, and Refusal.
October'25	18	Unit III: Advanced Resume Writing, Reading Comprehension Synonyms, Antonyms Idiom and Phrases
November'25	24	Revision & Mid term Examination
December'25		Revision & University Examination

Activity: Group presentation and small play on effective advertisement.

Objective: To enhance their presentation and communication skill.

Methodology: Presentation method, Skit

Suggested readings:

R. K. Khanna, Kaushik Sinha: English for students of Commerce, OPU

Krishna Mohan, Meera Banerjee: Developing Communication Skills, Macmillan

Wren & Martin: English For Competitive Examinations, S Chand Publishing

COURSE NAME V: CO-CURRICULAR

Course Title: FOOD, NUTRITION AND HYGIENE

Credits: 2

Max. Marks: 100

Course outcomes:

- To learn the basic concept of the Food and Nutrition.
- To study the nutritive requirement during special conditions like pregnancy and lactation.
- To learn meal planning.
- To learn 100 days Nutrition Concept.
- To study common health issues in the society.
- To learn the special requirement of food during common illness.

Month	W. Days	Topics to be covered
August' 25	24	Unit I: Concept of Food and Nutrition (a) Definition of Food, Nutrients, Nutrition, Health, balanced Diet (b) Types of Nutrition- Optimum Nutrition, under Nutrition, Over Nutrition (c) Meal planning- Concept and factors affecting Meal Planning (d) Food groups and functions of food
September' 25	22	Unit II: Nutrients: Macro and Micro RDA, Sources, Functions, Deficiency and excess of (a) Carbohydrate (b) Fats (c) Protein (d) Minerals Major: Calcium, Phosphorus, Sodium, Potassium Trace: Iron, Iodine, Fluorine, Zinc (e) Vitamins Water soluble vitamins: Vitamin B, C Fat soluble vitamins: Vitamin A, D, E, K (f) Water (g) Dietary Fibre
October' 25	18	Unit III: 1000 days Nutrition a) Concept, Requirement, Factors affecting growth of child b) Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement and risk factors during pregnancy c) Breast / Formula Feeding (Birth – 6 months of age) Complementary and Early Diet (6 months – 2 years of age)
November' 25	24	Unit IV: Community Health Concept a) Causes of common diseases prevalent in the society and Nutrition requirement in the following: Diabetes Hypertension (High Blood Pressure) Obesity Constipation

		Diarrhoea Typhoid (b) National and International Program and Policies for improving Dietary Nutrition (b) Immunity Boosting Food Revision & Internal Examination
December'25		Revision & University Examination

Activity I: Assignment on the topic “Protein- its RDA, Source, Function, Deficiency and Excess”.

Objective: Student will able to understand about Protein.

Methodology: Writing skills.

Activity II: Class presentation on the topic “Community Health Concept”.

Objective: To make students aware about common health issues in the society.

Methodology: PPT presentation.

Suggested Readings:

1. Singh, Anita, “Food and Nutrition”, Star Publication, Agra, India, 2018.
2. 1000Days-Nutrition_Brief_Brain-Think_Babies_FINAL.pdf.
3. <https://pediatrics.aappublications.org/content/141/2/e20173716>.
4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5750909>.

Latest edition of the text books should be used.

SEMESTER II

Course Name I: Organizational Behavior

Credits: 4

Max. Marks: 25+75

Course outcomes:

The aim of the course is to build knowledge and understanding of Organizational Behavior among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organizational Behavior.

After the completion of the course, the students will be able to

CO1: Understand about Organizational Behavior.

CO2: Gain knowledge about individual and group behavior.

CO3: Understand about behaviour dynamics and transactional analysis.

CO4: Gain knowledge about change in organization and QWL.

Unit I & II

Month	W. Days	Topics to be covered
January'26	19	Unit I Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB. Unit II Individual Behavior: concept, Personality, Perception and its role in individual decision making

Unit II & III

Month	W. Days	Topics to be covered
February'26	23	Unit II Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory. Unit III Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organizations.

Activity: Assignment on Personality and Perception

Objective: To develop concept of Personality and Perception among students.

Methodology: Written Assignment.

Unit III & IV

Month	W. Days	Topics to be covered
March '26	20	<p>Unit III Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in Organizational group dynamics, Management of Conflict.</p> <p>Unit IV Management of Change: Change and organizational development, Resistance to change, Approaches to managing organizational change, organizational effectiveness, organizational culture, Power and Politics in Organization, Quality of work life, Recent advances in OB.</p>

Activity: Power Point Presentation by students on Group Behaviour and Management of Conflict

Objective: To familiarize the students with the group behavior

Methodology: Group presentation of 6 students

Month	W. Days	Topics to be covered
April '26	24	Mid Term and Revision

Suggested Readings:

1. Bennis, W.G., *Organization Development*
2. Breech Islwar, *Organization-The Framework of Management*
3. Dayal, Keith, *organizational Development*
4. Sharma, R.A., *organizational Theory and Behavior*
5. Prasad, L.M., *organizational Behavior*

Course Name II: Marketing Theory and Practices

Credits: 4

Max. Marks: 25+75

Course outcomes:

The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices.

After the completion of the course, the students will be able to:

CO1: Gain knowledge about Marketing Theory and Practices.

CO2: Understand market segmentation

CO3: Understand concept of marketing mix.

CO4: Understand about process of marketing research.

Unit I

Month	W. Days	Topics to be covered
January'26	19	Unit I Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing. Unit II Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept. Types, Importance;

Unit: II & III

Month	W. Days	Topics to be covered
February'26	23	Unit II Positioning: Concept, Importance, Brand positioning, Repositioning. Unit III Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance, different types of distribution Channels. Marketing Mix: Price – Meaning, objective, factors influencing pricing, methods of pricing,

Activity: Presentation by the students on the topic “Market Segmentation in different sectors/industries”

Objective: To create interest among students about the scope of marketing and elements of marketing mix.

Methodology: Group Presentation of 5 student

Unit III & IV

Month	W. Days	Topics to be covered
March '26	20	Unit III Promotion – Promotional mix, tools, objectives, media selection & management Unit IV Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behavior: Concept, Importance and factors influencing consumer Behavior.

Activity: Assignment on Marketing Research and its various techniques.

Objective: To aware the students about the various promotional techniques.

Methodology: Written Assignment

Month	W. Days	Topics to be covered
April'26	24	Mid Term and Revision

Suggested Readings:

1. Philip Kotlar, Marketing Mgt. (PHI)
2. Etzet, Walker, Stanton, Marketing
3. Rajan Saxena, Marketing Management

Course Name III: Computer Applications

Credits: 4

Max Marks: 75+25

Course Outcome:

The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications.

After the completion of the course, the students will

- CO1:** Understand about computer and its application.
- CO2:** Gain knowledge about components and working of computer.
- CO3:** Understand about text processing, spreadsheet software and related formulas.
- CO4:** Gain knowledge about software system and Data base management.

Unit I & II

Month	W. Days	Topics to be covered
January'26	19	Unit I Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis, Programming Concept, Software Development process. Unit II Components of a computer system, Generation of computer and computer languages

Activity: Presentation by students on elements of computer

Objective: To make students aware about the components of computer

Methodology: PPT Presentation of group of 3 students.

Unit II & III

Month	W. Days	Topics to be covered
February'26	23	Unit II Personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows, GUI, Other system softwares.

		Unit III Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet,
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Unit III & IV

Month	W. Days	Topics to be covered
March '26	20	Unit III Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation. Unit IV Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy & data file structure, Use of files in Programming, Relevance of Data base management system, data base manager, data communication, networking, LAN & WAN, Real Time Sharing, On line & offline processing.

Activity: Project on MS Excel.

Objective: To understand application of Excel in corporate world.

Methodology: Project in Soft copy.

Unit IV

Month	W. Days	Topics to be covered
April '26	24	Mid Term and Revision

Suggested Readings:

1. P. K. Sinha & P. Sinha, Computer Fundamentals, BPB Publication
2. V. Rajaraman, Computer Fundamentals, PHI
3. Tannenbaum, Computer Applications and Networks
4. 'O' Brien, Management Information Systems

Minor
Course Name IV: Business Ethics and Governance

Credits: 6

Max Marks: 75+25

Course Outcome: The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics.

After the completion of the course, the students will be able to:

CO1: Understand about the concepts of business ethics and values.

CO2: Understand about work life balance, theory of Vedanta and the role of hierarchism as an organisational value.

CO3: Analyse the relationship between ethics and corporate excellence.

CO4: Understand about Gandhian philosophy and social responsibility.

Unit I & II

Month	W. Days	Topics to be covered
January'26	19	Unit I Introduction: Concept and nature of ethics; ethics, values and behavior; development of ethics, relevance of ethics and values in business, Arguments against business ethics. Unit II Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place

Unit II & III

Month	W. Days	Topics to be covered
February'26	23	Unit II Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value. Unit III Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.

Activity: Group discussion on the topic: Are ethical values still significant for business in today's competitive market?

Objective: To inculcate among the students an understanding about ethical values to be practiced in business and their role in the growth of the business.

Methodology: Group Discussion of 6 students.

Unit III & IV

Month	W. Days	Topics to be covered
March '26	20	<p>Unit III Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management</p> <p>Unit IV Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against social responsibility of business, Social Audit.</p>

Month	W. Days	Topics to be covered
April '26	24	Mid Term & Revision

Activity: Assignment on Gandhian Philosophy of Wealth Management and its relevance and applicability in the present business era.

Objective: To build concept of "Gandhian Philosophy of Wealth management" in present era.

Methodology: Written assignment.

Suggested Readings:

1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers.
2. Chakraborty S.K., Human values for Managers
3. McCarthy, F.J., Basic Marketing
4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press

Course Name V: VOCATIONAL PAPER / SKILL DEVELOPMENT

Any One Subject:

1. E-taxation
2. Data Analytics
3. Gandhian Model of Skill Development

E-TAXATION

Credits: 3

Max. Marks: 25+75

Course Outcomes:

After completing this course, Students will be able to:

CO1: learn the concepts of filing of income tax return and submit tax documents by using internet.

CO2: learn about the availability of different types of tax returns under various heads of income.

CO3: learn to differentiate between different types of income tax returns.

CO4: acquire knowledge about the payment facilities of tax liability.

Month	W. Days	Topics to be covered
January' 26	19	Unit I Taxation E – Taxation – Definition, Purpose, Importance and Types. Direct Taxes – Types of Direct Taxes Indirect Taxes – Types of Indirect Taxes Difference between Direct and Indirect Taxes, Tax Management, Tax Planning, Tax Evasion & Tax Avoidance
		<i>Activity: Power Point Presentation on “Impact of Taxation on Indian Economy”</i> <i>Objective: To understand the impact of taxation in Indian Economy</i> <i>Methodology: PPT Presentation</i>
February' 26	23	Unit II Fundamental Principle of Taxation. An evolution of Taxation, issues related to E-Commerce Unit III Table of contents about Income Tax basics in India Relevant ITR form at the time of e-filing Income Tax
March' 26	20	Unit IV E-Tax payment facilities, Payment of direct taxes online by tax payers. To avail of this facility – Net Banking/Debit Card/Credit Card Facility is required.

		<p>Activity: Project on “Process of E-Filing of ITR and E-Tax Payment of Direct Tax”</p> <p>Objective: To understand the process of filing the ITR.</p> <p>Methodology: Written Assignment</p>
April’26	24	Revision & Mid Term Examination

Suggested Readings:

- *Dr. Vinod Kumar Singhania :Direct Taxes Ready Reckoner-Taxman Publication.*
- *Tasman Publication: Digital Taxation A Holistic View.*
- *Nina Verma: E-Commerce-Taxation-Prospects & Challenges- Global Vision Publishing House.*
- *IBED: E-Commerce and Source-Based Income Taxation.*
- *Flipkart: Global Perspective on E-Commerce Taxation law.*

DATA ANALYTICS

Credits: 3

Max. Marks:25+75

Course Outcomes:

Introduction to Data Analytics course will give students insights into applying data and analytics principles in the social science research. Students will gain an understanding of the complete different large unit-level data sets such as, National Sample Survey (NSS), Periodic Labour Force Surveys (PLFS), Annual Survey of Industry (ASI), India Human Development Survey (IHDS), and National Family Health Survey (NFHS). Through various social science specific examples and case studies, students will learn how analytics, data visualization, and data science methodologies can be used to drive better social science research.

Month	W. Days	Topics to be covered
January' 26	19	Unit I Data Analytics Overview: Introduction of large unit-level data sets such as, National Sample Survey (NSS), Periodic Labour Force Surveys (PLFS), Annual Survey of Industry (ASI), India Human Development Survey (IHDS), and National Family Health Survey (NFHS). Explanation of how to access these data sets and data extraction of unit- level data.
		<i>Activity: Real time data implementation of organized and unorganized data with the visualisation</i> <i>Objective: Through various data analytics techniques, students will learn how to analyze, data visualize and data science methodologies which can be used for better research process</i> <i>Methodology: Presentation and data software</i>
February' 26	23	Unit II Dealing with Different Types of Data: Estimation of different social science indicators such as, Poverty, Workforce Participation Rate (WFPR), Labour force Participation Rate (LFPR), Unemployment Rate (UR) from Consumption Expenditure Survey, Employment & Unemployment Survey, and Periodic Labour Force Surveys. An analysis of division of organized & unorganized sector and formal & informal workers from Periodic Labour Force Surveys.
March' 26	20	Unit III Analytics Framework and Latest Trends: Introduction of Annual Survey of Industry (ASI) database. Uses of deflators

		(Wholesale Price Index & Consumer Price Index) and National Industry Classification (NIC). Unit IV Practical Analysis: Some case studies tasks will be given to students based on above data sets.
		<i>Activity: Extraction, Transformation and Load Activity of data from ASI</i> <i>Objective: By this real time data experience student will understand the procedure and analytical structure of official organization that how data flow and transformation taken under the software</i>
April'26	24	Revision & Mid term Examination

Suggested Readings:

- Ministry of Statistics and Programme Implementation (MosPI)
- <http://mospi.nic.in/download-tables-data>.
- National Data Archive
- <http://microdata.gov.in/nada43/index.php/catalog/central/about>
- Indian Council of Social Science Research Data Service (ICSSR)
<http://www.icssrdataservice.in/>
- National Family Health Survey (NFHS)
<https://dhsprogram.com/methodology/survey/survey-display-355.cfm>
- India Human Development Survey (IHDS)
<https://ihds.umd.edu/>
- NCEUS (National Commission for Enterprises in the Unorganised Sector) Report on Definitional and Statistical Issues Relating to the Informal Economy. New Delhi: Government of India, November.
- NCEUS (National Commission for Enterprises in the Unorganised Sector), Conditions of Work and Promotion of Livelihood in the Unorganised Sector, National Commission for Enterprises in the Unorganised Sector, Government of India, New Delhi.
- NSC (National Statistical Commission, Government of India). Report of the
- Srivastava, Ravi S. and Ajaya Kumar Naik "Growth and Informality in the Indian Economy" in K. P. Kannan, R. P. Mamgain and PreetRustagi (eds.) Development from the Perspective of Labour: Essays in honour of Prof. T. S. Papola. New Delhi: Academic Foundation.

Note- Latest edition of the text books should be used.

GANDHIAN MODEL OF SKILL DEVELOPMENT

Credits: 3

Max. Marks:25+75

Course Objectives

- **Understand and Apply Gandhian Principles:** Students will explore the Gandhian vision of social issues while examining the relevance of Gandhian thought in contemporary issues like health, wellness, and financial equality.
- **Develop Practical Skills in Community Engagement:** Students will learn to identify foundational issues within communities, prioritize social concerns, and engage with local and national resources to support community development.
- **Promote Cultural and Social Awareness:** Students will gain an understanding of the importance of regional and national languages, craftsmanship, arts, literature, and communication skills within the framework of Gandhian thought, recognizing their roles in enhancing social cohesion and empowering marginalized groups.
- **Enhance Financial Literacy and Resource Management:** Students will acquire the knowledge to manage income and expenditures, conduct revenue and tax assessments, and understand the audit processes within trusts and societies, focusing on the ethical utilization of resources and the implementation of decentralized and sustainable economic practices in line with Gandhian values.

Month	W. Days	Topics to be covered
January' 26	19	<p>Unit I</p> <p><u>Creative Programs</u></p> <p>Communal unity, Eradication of Untouchability, Prohibition of Liquor, Khadi, Other Cottage Industries, Cleanliness and Sanitation in Villages, New and Elementary Learning and Teaching, Teaching and Learning from Elders and Women, Health and Wellness Awareness, Regional Languages, National Language, Financial Equality, Farmers, Labourers, Tribals, Leprosy Patients, and Students.</p>
		<p><i>Activity I:</i> Quiz on Mahatma Gandhi's Life, Work, and Legacy</p> <p><i>Objective:</i> To ensure awareness about Mahatma Gandhi and his role in the freedom struggle as well as his vision about India's future generations.</p>
February' 26	23	<p>Unit II</p> <p>Importance of Labour and Work, Decentralization, Small Scale Industries and the Principles of Gandhian Thought</p> <ul style="list-style-type: none"> • Gandhian Vision of Craftsmanship

		<ul style="list-style-type: none"> • Gandhian Vision of Arts • Gandhian Vision of Literature • Gandhian Vision of Communication and Oratory Skills
March' 26	20	<p>Unit III</p> <p>Identification and Utility of Resources, Local Community Resources, Governmental Resources, National and International Resources, Utilization of Resources, Income and Expenditure, Revenue and Tax Assessment of Trusts and Societies, Audit and Social Audit.</p> <p>Unit IV</p> <p><u>Practical Program/ Skill Program –</u></p> <p>Identity of Gandhian Institutions, Identifying Foundational Issues, Prioritization, Intervention of Community Organizations, Report Article, Application of Information and Communication Technology.</p>
		<p>Activity 2: PPT Presentation on Indian Martyrs who are celebrated along with Gandhiji on his death anniversary, also known as Martyr's Day (30 January)</p> <p>Objective: To appreciate the legacy of Gandhiji by remembering and knowing closely the martyrs who are gone but not forgotten, whose sacrifices have ensured the comfort we enjoy today.</p>
April'26	24	Revision & Mid Term Examination

Course Name VI: CO- CURRICULAR

Course Title: Human Values and Environment studies

Credits: 2

Max. Marks: 100

Course outcomes:

The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity. The course seeks to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values. This course works towards :

- Building fundamental knowledge of the interplay of markets, ethics, and law.
- Look at various challenges faced by individual to counter unethical issues.
- Look at core concepts for business ethics.
- Look at core concepts of anti-corruption.
- Look at core concepts for a morally articulate solution evolver to management issues in general.
- Issues of sustainable development for a better environment.
- To know how environmental degradation has taken place.
- Be aware of negotiations and international efforts to save environment.
- How to develop sustainably?
- Efforts taken up by UN in Sustainable Development. Department of Higher Education U.P. Government, Lucknow.
- Efforts taken by India in Sustainable Development.
- The course intends to create a sense of how to be more responsible towards the environment. Upon finishing of the course students will be able to come up with using ethical reasoning for decision making and frame ethical issues as well as operationalize ethical choices. The course integrates various facets of human values and environment.

Month	W. Days	Topics to be covered
January' 26	19	Unit I Human Values- Introduction- Values, Characteristics, Types , Developing Value system in Indian Organisation , Values in Business Management , value based Organisation , Trans –cultural Human values in Management. Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers. Human Values and Present Practices – Issues: Corruption and Bribe, Privacy Policy in Web and Social Media, Cyber threats, Online Shopping etc. Remedies UK Bribery Act, Introduction to sustainable policies and practices in Indian Economy. Principles of Ethics Secular and Spiritual Values in Management- Introduction- Secular and Spiritual values, features, Levels of value Implementation. Features of spiritual Values, Corporate Social

		Responsibility- Nature, Levels, Phases and Models of CSR, Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, Azim Premji and Bill Gates.
February' 26	23	<p>Unit II</p> <p>Holistic Approach in Decision making- Decision making, the decision-making process, The Bhagavad Gita: Techniques in Management, Dharma and Holistic Management.</p> <p>Discussion through Dilemmas – Dilemmas in Marketing and Pharma Organisations, moving from Public to Private – monopoly context, Dilemma of privatisation, Dilemma on liberalization, Dilemma on social media and cyber security, Dilemma on Organic food , Dilemma on standardization ,Dilemma on Quality standards.</p> <p>Case Studies</p>
March' 26	20	<p>Unit III</p> <p>Ecosystem: Concept, structure & functions of ecosystem : producer, consumer, decomposer, foodweb, food chain, energy flow, Ecological pyramids Conservation of Biodiversity- In-situ & Ex-situ conservation of biodiversity, Role of individual in Pollution control Human Population & Environment Sustainable Development India and UN Sustainable Development Goals Concept of circular economy and entrepreneurship</p> <p>Unit IV</p> <p>Environmental Laws? International Advancements in Environmental Conservation Role of National Green Tribunal Air Quality Index 8 Importance of Indian Traditional knowledge on environment Bio assessment of Environmental Quality Environmental Management System Environmental Impact Assessment and Environmental</p>
April' 26	24	Revision & Internal Examination
		<p>Activity: Power point presentation on Biodiversity conservation</p> <p>Objective: To understand about the biodiversity and different type of conservation</p> <p>Methodology: PPT Presentation</p>

Suggested readings:

1. *A foundation course in Human Values and Professional Ethics* by RR. Gaur, R. Sangal.
2. *JUSTICE: What's the Right Thing to Do?* Michael J. Sandel.
3. *Human Values* by A. N. Tripathi New Age International.
4. *Environmental Management* by N.K. Uberoi.
5. <https://www.un.org/sustainabledevelopment/sustainable-development-goals>.
6. <https://www.india.gov.in/my-government/schemes>.
7. <https://www.legislation.gov.uk/ukpga/2010/23/contents>.
8. *Daniel Kahneman, Thinking, Fast and Slow*; Allen Lane Nov 2011 ISBN: 9780141918921.

Industrial Field Work

(2025-26)

BBA- I Semester

S. No.	Place	Objectives	Month	Course	Teacher In-Charge	Outcome
1	Banas Dairy (AMUL)	To Demonstration and experience Management functions and Principles in Real Life Situation	October'25	Principles of Management	Ms. Swati Srivastava & Dr. Karunendra Pratap Singh	The students will learn the marketing and salesmanship functions, role of sales force team and retail practices applied in Malls.

BBA- II Semester

S.No.	Place	Objectives	Month	Course	Teacher In-charge	Outcome
1	Dainik Jagran, Nadesar	To expose students for Industrial Production Management Skills and Marketing and advertising of products	February'26	Marketing Theories and Practices	Dr. Rajiv Sikroria & Ms. Swati Srivastava	The students will understand the Production Process, Procurement of Raw Material and Marketing Practices followed by Print Media

Department of Management

Academic Activities: 2025-26

S.No.	EVENT	OBJECTIVE	COURSES	MONTH	TEACHER INCHARGE	OUTCOME
1	Prabandh Mantra	To Provide hand on experience on Management functions	Principles of Management	September 2025	Management faculty	Students will gain hand on management tools to organize annual fest
2	Workshop on Entrepreneurship (in collaboration with AIC & Start up club)	To acquaint students about the entrepreneurial skills.	Entrepreneurship	September 2025	Dr. Reena & Dr. Rajiv Sikroria	The student will develop the entrepreneurial skills
3	Session on Digital Marketing (SEGA)	To understand fundamentals of digital Marketing	Marketing theories and Practices	October 2025	Dr. Karunendra & Ms Vishakha Mishra	Students will aware of different aspects of Digital Marketing
4	Admad Show	To understand the fundamentals of Panel Discussion.	Marketing Communication and Advertising Management	November 2025	Dr. Rajiv Sikroria & Ms. Swati Srivastava	Students will learn fundamentals of creativity and advertising copy
5	Business Plan Competition in collaboration with start up club	To aware students about Business World	Business Environment	March 2026	Ms Swati Srivastava & Dr Reena Baral	Students will be able to develop Business plan
6	Panel Discussion on Budget 2026	To analyses Budget 2026 on different functional areas.	Business Policy, Goods and Service Tax & Income Tax	March 2026	Dr. Karunendra & Ms Vishakha Mishra	Students will develop analyzing skills.
7	Case Study Workshop	To acquaint students about fundamentals of case solution and discussion	Management	April 2026	Dr. Rajiv Sikroria & Dr. Karunendra Pratap Singh	The student will learn to solve and discuss case

