

DAYALBAGH EDUCATIONAL INSTITUTE
DEPARTMENT OF MANAGEMENT, FACULTY OF SOCIAL
SCIENCES**BACHELOR OF BUSINESS ADMINISTRATION**
(B.B.A.) (ONLINE)
COURSE LIST & SYLLABUS

COURSE NO.	COURSE TITLE	CREDIT	END SEM. EXAM. EXISTS	THEORY/ PRACTICAL
BBW101	INT.TO COMPUTERS& OPERATING SYSTEMS	2.0	No	P
ECH 101	ANCILLARY COURSE -ESSENTIALS OF ECONOMICS	3.0	Yes	T
ECH102	ANCILLARY COURSE -INTRODUCTION TO INDIAN ECONOMICS	3.0	Yes	T
BBM101	FINANCIAL ACCOUNTING	3.0	Yes	T
BBM102	BUSINESS ORGANISATION	3.0	Yes	T
BBM103	BUSINESS COMMUNICATION I	3.0	Yes	T
BBM104	BASIC MATHEMATICS	3.0	Yes	T
BBM105	PRINCIPLES OF MANAGEMENT	3.0	Yes	T
BBM106	SEMINAR & GROUP DISCUSSION	2.0	Yes	P
	CORE COURSES			
GKC131	SC. METH., G.K. & CURRENT AFFAIRS -I	1.0	Yes	T
CEC131	CULTURAL EDUCATION	2.0	Yes	T
RDC131	RURAL DEVELOPMENT I	1.0	Yes	T
ESC131	ENVIRONMENTAL STUDIES	2.0	Yes	T
	TOTAL CREDITS	31		
BBC201	PRACTICAL TRAINING	2.0	Yes	P
BBW201	OFFICE MANAGEMENT SOFTWARE	2.0	No	P
EDH231	ANCILLARY COURSE-FUNDAMENTALS OF EDUCATION	3.0	Yes	T
EDH232	ANCILLARY COURSE-EDUCATIONAL PSYCHOLOGY	3.0	Yes	T
BBM201	COST ANALYSIS & CONTROL	3.0	Yes	T
BBM202	ECONOMIC ANALYSIS	3.0	Yes	T
BBM203	BUSINESS COMMUNICATION II	3.0	Yes	T
BBM204	BUSINESS MATHEMATICS	3.0	Yes	T
BBM205	MANAGEMENT THOUGHTS & PHILOSOPHY	3.0	Yes	T
BBM206	SEMINAR & GROUP DISCUSSION	2.0	Yes	P
	CORE COURSES			
CAC231	CO-CURRICULAR ACTIVITIES	3.0	Yes	T
CRC231	COMPARATIVE STUDY OF RELIGION	2.0	Yes	T
GKC231	SC. METH., G.K. & CURRENT AFFAIRS - II	1.0	Yes	T
RDC231	AGRICULTURAL OPERATIONS	1.0	Yes	T
RDC232	SOCIAL SERVICE	1.0	Yes	P
	TOTAL CREDITS	35.0		

Course Number: BBW101, Course Title: INT. TO COMPUTERS & OPERATING SYSTEMS

Class: B.B.A., Status of Course: WORK EXPERIENCE, Approved since session: 2009-10
Total Credits: 2, Periods (55 mts. each)/week: 2 (L-0+T-0+P/S-2), Min.pds. /sem.: 26

Unit 1: Familiarization with PC Hardware and Software: Various kinds of Hardware and Software being used in Business and their suitability for specific needs.

Unit 2: Operating System Concepts: Types and functions of Operating systems and comparison of popular Operating Systems

Unit 3: Graphical User Interface (GUI) Concepts: Need & advantages of GUI and features available.

Unit 4: Networking Applications: Importance of various network applications in business

Unit 5: Computer Threats and Security; Data backup: Tools techniques and approaches to secured systems.

SUGGESTED READINGS:

Hunt & Shelly: COMPUTERS AND COMMON SENSE

Reference Manual/User's Guide/Training Guide: MS-DOS; MS-WINDOWS; UNIX

Course Number: ECH 101, Course Title: ESSENTIALS OF ECONOMICS

Class: BA/BA(SS), Status of Course: HALF COURSE, Approved since session: 2006-07
Total Credits: 3, Periods (55 mts. each)/week: 3(L-3+T-0+P/S-0), Min.pds. /sem.: 39

UNIT 1: NATURE AND SCOPE OF ECONOMICS

Meaning and Definitions of Economics; Scarcity and Choice; Economic Problem; Opportunity sets; Economic System; Role of Price Mechanism; Positive and Normative Economics; Microeconomics and Macroeconomics

UNIT 2: THEORY OF CONSUMER BEHAVIOUR

Demand; Law of demand; Elasticity of demand-degrees, types and methods of measurement; Law of supply; Utility Analysis

UNIT 3: THEORY OF PRODUCT PRICING

Market forms; Cost and Revenue Analysis; Price and output determination under Perfect competition, Imperfect competition, and Monopoly

UNIT 4: THEORY OF FACTOR PRICING

Nature of Factor Market; Marginal productivity theory; Concept of Rent, Wages, Interest and Profit

UNIT 5: INFLATION AND RECESSION

Meaning, causes, consequences and control of Inflation, Recession and Stagflation; Commercial Banks: Functions, Credit Creation and New Products; Role of Central Bank and credit control

SUGGESTED READINGS:

Lipsey, R.G. and Chrystal, K.E.: An Introduction to Positive Economics, OUP

Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education, Inc., 8th edition, 2007

N. Gregory Mankiw, Economics: Principles and Applications, India edition by Southwestern, a part of Cengage Richard T. Froyen, *Macroeconomics*, Pearson Education Asia, 2nd edition, 2005

Course Number: ECH 102, Course Title: INTRODUCTION TO INDIAN ECONOMICS

Class: BA/BA(SS), Status of Course: HALF COURSE, Approved since session: 2006-07
Total Credits: 3, Periods (55 mts. each)/week: 3(L-3+T-0+P/S-0), Min.pds. /sem.: 39

UNIT: I CHARACTERISTICS OF INDIAN ECONOMY

Indicators of economic development; Difference between growth and development; National Income – Estimates, Composition, Trends and Distribution; recent measurement of National Income; HDI and its components; PQLI

UNIT: II POPULATION DYNAMICS

Problems of Population Explosion, Population and Economic Development, Population Policy, Size, Growth Rate, Composition of Population in India; Age pyramid; demographic dividend

UNIT III: AGRICULTURE AND RURAL DEVELOPMENT

Role and importance of agriculture in the Indian Economy; productive trends, Green Revolution, Rural poverty and unemployment, Rural development programmes, NREGA, NRLM, Agriculture diversification; rainbow revolution

UNIT IV: INDUSTRY AND TRADE

Industrial finance, Industrial labour problems and characteristics, Industrial policy 1991; MSMEs; Make in India and Skill Development; Export Promotion and Import Substitution

UNIT V: NEW ECONOMIC REFORMS

Liberalization, Privatization, and Globalization– meaning and objectives, MNCs – meaning, role and extent of operations.

Suggested Readings:

- BimalJalan: Indian Economy Problems and Prospects, 2004, Penguin Publishers
- Uma Kapila: Indian performance and Policies, 2013, Academic Foundation
- Mishra &Puri: Indian Economy, Himalaya Publishing House Pvt Ltd, 32nd edition.
- Economic Survey (Latest)

Course Number: BBM101, Course Title: FINANCIAL ACCOUNTING

Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2009-10
Total Credits:3, Periods (55 mts. each)/week:5(L-5+T-0+P/S-0), Min.pds. /sem.:52

UNIT 1

Accounting: Definition, Object, Concept, conventions, Role of Accounting in Modern Business, Double Entry System, Journal.

UNIT 2

Ledger, Trial Balance, Errors and their rectification, Final Accounts of sole traders and Partnership Firm, Adjustments at the end of financial year.

UNIT 3

Final Accounts of Non-Profit Organisation, Bank Reconciliation Statement, Company Accounts-Issue, and forfeiture of shares.

UNIT 4

Preparation of Financial Statements of Joint Stock Companies-Profit & Loss Accounts and Balance Sheet.

UNIT 5

Goodwill and depreciation accounting.

SUGGESTED READINGS:

Maheshwari SN: ADVANCED ACCOUNTANCY

Grawal & Sukla: ADVANCED ACCOUNTANCY

Gupta RL & Radhaswamy M: ADVANCED ACCOUNTANCY Jain & Narang: FUNDAMENTAL OF ACCOUNTING Shukla SM: ADVANCED ACCOUNTANCY

Ken & Gupta: AN INTRODUCTION TO ACCOUNTING

Kapoor ND: PRINCIPLES & PRACTICE OF ACCOUNTING Chaturvedi & Agrawal: BOOKKEEPING & ACCOUNTANCY

Course Number: BBM102, Course Title: BUSINESS ORGANISATION

Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2008-09
Total Credits:3, Periods (55 mts. each)/week:4(L-4+T-0+P/S-0),Min.pds./sem.:52

UNIT 1: INTRODUCTION TO BUSINESS SYSTEM

(a) Nature and Scope of Business, Industry, Trade and Commerce (b) Evolution of Business and its objectives.

UNIT 2: ORGANIZING A BUSINESS

(a) Form of Business Ownership- Sole Proprietorship and Partnership (b) Joint Stock Company and Co-operative Organization.

UNIT 3: EMERGING HORIZONS IN BUSINESS

Public Enterprises, Globalisation.

UNIT 4: MARKETING DIMENSIONS

(a) Traditional Models, Emerging Marketing Models (b) Direct, Online and Multilevel.

UNIT 5: FINANCIAL FUNCTIONS AND INSTITUTIONS

(a) Sources of Finance, Financial Functions (b) Financial Institutions- Indian and Foreign like World Bank, IMF, IFC etc.

SUGGESTED READINGS:

VK Bhushan: FUNDAMENTALS OF BUSINESS ORGANIZATION AND MANAGEMENT

Singh & Chhabra: AN INTRODUCTION TO BUSINESS ORGANIZATION AND MANAGEMENT RP

Maheshwari: PRINCIPLES AND PRACTICE OF COMMERCE

Sharlaker: BUSINESS ORGANIZATION & MANAGEMENT

Course Number: BBM103, Course Title: BUSINESS COMMUNICATION I Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2013-14 Total Credits:3, Periods (55 mts. each)/week:4(L-4+T-0+P/S-0),Min.pds./sem.:52

Unit 1

Common Errors Related to Various Parts of Speech (Noun, Pronoun, Adjective, Adverbs, Preposition, Conjunction, Articles)

Unit 2

Verbs and Verbals

Unit 3

Time and Tense and Tense Sequence, Conditionals

Unit 4

Phrases, Clauses and Sentences

Unit 5

Expression of Various Concepts (Atleast 10 Concepts to be covered)

SUGGESTED READINGS:

F.T. Wood – A Remedial English Grammar for Foreign Students

W. Stannard Allen – Living English Structure

W.J. Smart – A Handbook of Effective English

A.S. Hornby – A Guide to pattern and Usage in English

A.E. Augustine and K.V. Joseph – Macmillan Grammar – A Handbook MacmillanRandolf Quirk and Sidney Greenbaum: A University Grammar of English

Course Number: BBM104, Course Title: BASIC MATHEMATICS

Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2017-18
Total Credits:3, Periods (55 mts. each)/week:4(L-4+T-0+P/S-0), Min.pds. /sem.:52

UNIT 1: DISCRETE MATHEMATICS

(a) Mathematical logic, connectives

(b) Set theory: Notation, inclusion, and equality of sets. operations on sets, set identities,

ordered pairs, Cartesian product of sets.

(c) Binomial theorem, Permutation and Combination.

UNIT 2: RELATIONS AND FUNCTIONS

Relations, Properties of Binary Relations on a set. Equivalence Relation.

Functions. Graphical Representations.

UNIT 3: ALGEBRA

Indices. Surds. Arithmetical. Geometric and Harmonic progressions. Logarithm.

Exponential and logarithmic series.

UNIT 4: MATRICES AND DETERMINANTS

Matrices, special types of matrices, addition and multiplication of matrices, multiplication by a scalar, Determinants-minors and cofactors, properties of determinants, product of two determinants, inverse of a matrix, application of matrices.

UNIT 5: LINEAR & QUADRATIC EQUATIONS AND APPLIED BASIC MATHEMATICS

(a) System of linear equations, quadratic equations, solutions of inequalities (b) Basic concepts of Types of Interest, Compounding, Discounting, Annuity.

SUGGESTED READING:

Business Mathematics Zameeruddin Q, Vikas Publishing House Pvt Ltd Business

Mathematics V K Kapoor: Sultan Chand and Sons

Course Number: BBM105, Course Title: PRINCIPLES OF MANAGEMENT Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2012-13 Total Credits:3, Periods (55 mts. each)/week:4(L-4+T-0+P/S-0), Min.pds. /sem.:52

UNIT 1

Management Science, Theory and Practice, Social Responsibility & Ethics, International Management.

UNIT 2

Essentials of Planning and MBO, Strategies, Policies and Planning Premises, The Nature of Organizing, Organization Structure.

UNIT 3

Human Resource Management and Selection, Performance Appraisal and Career Strategy.

UNIT 4

Human Factors & Motivation, Leadership, Communication.

UNIT 5

System and Process of Controlling, Controlling Techniques, Coordination.

SUGGESTED READINGS:

Koontz & Weihrich: ESSENTIALS OF MANAGEMENT

Course Number: BBM106, Course Title: SEMINAR & GROUP DISCUSSION Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2001-02 Total Credits:2, Periods (55 mts. each)/week:4 (L-0+T-0+P/S-4), Min.pds. /sem.:52

It comprises topics of BBM101, BBM102, BBM103, BBM104 and BBM105 courses for Seminar and Group Discussion.

Course Number: CEC131/151/161/191/271/441/681 Course Title: CULTURAL EDUCATION

Class: B.B.A., Status of Course: CORE COURSE, Approved since session: 2014-15

Total Credits: 2, Periods (55mts. each)/week: 2(L-2+T-0+P/S-0), Min.pds. /sem: 26

UNIT 1: INDIA AND INDIAN CULTURE

(a) Geographical background and Indian people

(b) Culture and Civilization: Meaning and significance

(c) Characteristic features of Indian culture

(d) Unity in Diversity

(e) Cultural values in work life

UNIT 2: CULTURAL BACKGROUND OF THE SOCIAL ORGANISATION

- (a) Marriage and family institutions
- (b) Varnashram System, Caste System and their modern form.
- (c) Education system and Institutions.
- (d) DEI education policy

UNIT 3: LANGUAGE AND LITERATURE

- (a) Classical Languages- Sanskrit Prakrit, Pali, Apbhransh
- (b) Regional Languages- Hindi, Panjabi, Tamil, Telugu, Marathi, Bengali (introduction only)

UNIT 4: INDIAN CREATIVE TRADITIONS-INTRODUCTION

- (a) Performing Arts- Music and dance
- (b) Visual Arts- Painting, Sculpture and Architecture
- (c) Scientific Traditions- Ayurvedigyan, Mathematics astronomy.

UNIT 5: INDIA AND THE WORLD

- (a) Indian contribution to the world culture (b) Value crises in modern world.

SUGGESTED READINGS:

AL Basham: THE WONDER THAT WAS INDIA
Stella Kamrich: INDIAN SCULPTURE
AK Coomaraswamy: ARTS AND CRAFTS OF INDIA
Sunit Kumar Chatterjee: LANGUAGES AND LITERATURE OF MODERN INDIA Bishan
Swarup: THEORY OF INDIAN MUSIC
Edward Conze: BUDDHIST SCRIPTURES
Rajkishore Singh: BHARTIYA KALA AUR SANSKRITI Rawlinssion:
CULTURAL HISTORY OF INDIA
BN Lunia: PRACHIN BHARTIYA SANSKRITI
Baldeo Upadhyaya: SANSKRIT SHASTRON KA ITIHAS

Course No.: ESC131/151/161/171/181/191/281 Course Title: ENVIRONMENTALSTUDIES

Class: B.B.A., Status of Course: CORE COURSE, Approved since session: 2018-19

Total Credits:2, Periods (55 mts. each)/week:2(L-2+T-0+P/S-0), Min.pds./sem.:26

UNIT 1: INTRODUCTION TO NATURAL RESOURCES

Introduction to natural resources (soil, water, air, flora, and fauna).

UNIT 2: ECOSYSTEMS

Structure and function of an ecosystem. Different types of ecosystems (Forest, Grassland, Desert, Aquatic etc.), Ecological succession, Food chain, Food Webs, Ecological pyramids.

UNIT 3: BIODIVERSITY AND ITS CONSERVATION

Value of biodiversity. India as a mega-biodiversity Nation. Threats to biodiversity. Methods of conservation of biodiversity.

UNIT 4: DEGRADATION OF NATURAL RESOURCES

Overexploitation, soil, water and air pollution, waste generation. Remediation and management of degraded soil.

UNIT 5: ENVIRONMENT AND SOCIAL ISSUES

Environmental ethics. Human population and Environment and Human health Status report on environmental issues related to natural resource management and socio-economic conditions.

SUGGESTED READINGS:

Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India Heywood, V. H & Watson, R. T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
Jadhav, H & Bhosale, V. M. 1995. Environmental Science Protection and Laws. Himalaya Pub. House, Delhi 284p.
Odum, E. P. 1971. Fundamentals of Ecology. W. B. Saunders Co. USA, 574p Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
Wanger K. D., 1998 Environmental Management. W. B. Saunders Co. Philadelphia, USA 499 p.

Course Number GKC131/151/161/191/581, Title: SC. METH., G.K. & CURRENTAFFAIRS I

Class: B.B.A., Status of Course: CORE COURSE, Approved since Session: 2014-15

Total Credits: 1, Periods (55 mts. each)/week:1 (L-1+T-0+P/S-0), Min.pds. /sem.:13

UNIT 1: GEOGRAPHY INDIA

Location, Physical Features, Major mountains, rivers, ocean, demographic background, States and Union Territories, population, literacy and other facts, Dams and rivers, Important towns and the rivers on which they are located, National Parks and Wildlife Sanctuaries, Railways, Civil aviation, Major ports, Crops and minerals.

UNIT 2: GEOGRAPHY WORLD

Our Solar System (Sun and nine planets), Earth- rotation (or the daily rotation), revolution (the annual motion), latitudes and longitudes, Continents, Oceans, Seas, Peaks, Major rivers, Famous Waterfalls, Major countries of the world and their Capitals, Languages, Religions & Location, Major crops, Mineral wealth, and their producer countries.

UNIT 3: HISTORY-INDIA

Important dates of Indian History from Indus Valley Civilization to present day, History of Indian Independence, historically important Places, Important dates and days.

UNIT 4: HISTORY-WORLD

Main civilization of ancient times, World Wars-their causes. Important events and dates in World History. Ancient Monuments, Important Places.

UNIT 5: ENVIRONMENTAL STUDIES-NATURAL RESOURCES

(a) Multidisciplinary Nature of Environmental Studies- Definition, Scope and Importance, Need for Public Awareness (b) Natural Resources- Forest, Water, Mineral, Food, Energy, Land, Animal Products, Role of Individual in Conservation of Natural Resources, Equitable use of Resources for Sustainable Lifestyle.

SUGGESTED READING:

NCERT: TEXTBOOKS ON HISTORY, GEOGRAPHY, CIVICS

MANORAMA YEARBOOK

MR Agarwal: GENERAL KNOWLEDGE DIGEST

NEWS PAPERS AND MAGAZINES:

HINDI & ENGLISH DAILY NEWS PAPERS

INDIA TODAY

COMPETITION MASTER

SPORTS STAR

COMPETITION SUCCESS REVIEWS

Course Number: RDC131/151/161/191, Course Title: RURAL DEVELOPMENT

Class: B.B.A., Status of Course: Major Course, Approved since session: 2018-19

Total Credits: 1, Periods (55 mts. each)/week: 2 (L:1+T:0+P:1+S:0), Min.pds./sem: 26

UNIT 1

Rural development: concept and its importance

UNIT 2

Understanding Rural Society, its structure and problems.

UNIT 3

Organizational structure for rural development- formal and informal including leadership, Technological interventions

UNIT 4

Green Revolution: Evaluation and its impact.

UNIT 5

Brief description of Rural Development Programme.

PRACTICALS

- i. Developing questionnaire & schedule
- ii. Socio- Economic Survey of a village.
- iii. Study of a Block/ Training centre/ Agricultural Farm / Dairy Farm.
- iv. Study of a Rural Development Programme

Course Number: BBC201, Course Title: PRACTICAL TRAINING

Class: B.B.A., Status of Course: CORE COURSE, Approved since session: 2001-02

Total Credits:2

Continuous Training on 10 Saturdays.

Course Number: BBW201, Course Title: OFFICE MANAGEMENT SOFTWARE Class: B.B.A., Status of Course: WORK EXPERIENCE, Approved since session: 2013-14 Total Credits:2, Periods (55 mts. each)/week:2 (L-0+T-0+P/S-2),Min.pds./sem.:26

UNIT 1: WORD PROCESSOR

Introduction, Features, Word Screen and its components, file management, Professional Document creation, paragraph, formatting, page formatting, and Word Tools, Word Processing and Type-Master packages.

UNIT 2: CREATING PROFESSIONAL PRESENTATIONS

Introduction, features, presentation basics, creating a Presentation, Formatting Presentation, file management, PowerPoint presentation views, Creating professional presentations, Basics of a good presentation.

UNIT 3: INTRODUCTION TO SPREADSHEET SOFTWARE

Introduction to spreadsheet software - Introduction, Features, Workbook Basics, Types of Excel Data, File Management, Editing and Formatting, Formula and Functions, Navigation in Excel, Managing Lists in Excel, Chart and Graphs.

UNIT 4: INTEGRATION OF WORD PROCESSING, SPREAD SHEET AND PRESENTATION DOCUMENTS

Inserting Graphics, Inserting Objects, Creating Links, Embedding Objects, OLE Basics.

UNIT 5: CREATING WEB DOCUMENTS

Creating Web Documents using Publisher/ Front Page / HTML.

SUGGESTED READINGS:

Reference Manual / User's Guide / Training Guide: MS-Word, MS-Power Point, MS-Excel Person: USING

MS WORD

Boit: USING MS OFFICE

ANCILLARY COURSE NO. EDH 231 Course Title: FUNDAMENTALS OF PSYCHOLOGY

Class: B.A. Status of Course: Non-Faculty Half Course, APPROVED since session:2006-07
Total Credits: 3 Periods (50 mts. Each) wee: 4 (L-3+ T-O+P/S-2/2), Min.pds. /Sem:52
Status of the course Half Course (Major Course/Faculty – Half Course)
Non-Faculty Half Course/Work –Experience/Core Course etc.)

Unit 1 MEANING OF EDUCATION

(a) Meaning (b) General functions of education (c) Role of education at National level (d) Role of education at international level

UNIT II- AIMS OF EDUCATION

(a) Classification of educational aims (b) Individual aims of education (c) Social aims of education (d) Synthesis between individual and social aims (e) Aim of education in Democratic India

UNIT III- AGENCIES OF EDUCATION

(a) Meaning of agency (b) Types of agency (c) Formal agency- school (d) Informal agency – home (e) community

UNIT IV- EDUCATION FOR NATIONAL AND INTERNATIONAL UNDERSTANDING

(a) Education in democracy (b) Education for Citizenship (c) Education for emotional integration (d) Education for national integration (e) Education for international understanding

UNIT V- CONTRIBUTION OF INDIAN EDUCATORS IN EDUCATION

(a) Mahatma Gandhi (b) Rabindra Nath Tagore (c) Dayanand Saraswathi (d) Sri Aurobindo (e) Vivekanand

Suggested Readings:

Bhatia & Bhatia: Philosophical and Sociological Foundations of Education Mathur S.S: A

Sociological Approach to Education

ANCILLARY COURSE No. EDH 232/252, Course Title: EDUCATIONAL PSYCHOLOGY

Class: B.A. Status of Course: Non-Faculty Half Course, **APPROVED** since session: 2006-07

Total Credits: 3 Periods (50 mts. Each) wee: 4 (L-3+ T-O+P/S-2/2), Min.pds. /Sem:52

Status of the course Half Course (Major Course/Faculty – Half Course)

Non-Faculty Half Course/Work –Experience/Core Course etc.)

UNIT 1 PSYCHOLOGY AND EDUCATION

a. Meaning of Education and Psychology b. Meaning and definition of Educational Psychology. Nature and scope of Educational Psychology d. Relation between Education and Psychology

UNIT II GROWTH AND DEVELOPMENT

a. Meaning, difference and characteristics of growth and Development b. Physical Development c. Mental Development d. Social Development. Emotional Development (Special emphasis should be given on childhood and adolescence stage)

UNIT III PSYCHOLOGY OF LEARNING

a. Meaning and definition of learning b. Effective conditions of learning c. Trial and error theory of learning d. Pavlov's classical conditioning theory of learning e. Insight theory of learning

UNIT IV FOUNDATIONS OF BEHAVIOR

a. Memory and forgetting b. Work and Fatigue c. Attention and interest d. Development of good study habits e. Imagination and its utility

UNIT V EDUCATION OF EXCEPTIONAL CHILDREN

a. Definition and types of exceptional children b. Gifted children c. Backward children d. Mentally retarded children e. Delinquent children

Course Number: BBM201, Course Title: COST ANALYSIS & CONTROL

Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2013-14

Total Credits: 3, Periods (55 mts. each)/week:5(L-5+T-0+P/S-0), Min.pds. /sem.:65

UNIT 1

Nature of Cost Accounting; Elements of Cost; Classification of Costs- Meaning, objectives, significance, and the difference between Cost and Financial Accounting and output costing.

UNIT 2

Cost Accumulation System-Contract & Job costing; Process costing (excluding equivalent production).

UNIT 3

Cost volume profit Relationship as a tool of profit planning; Breakeven Point-Algebraic & Graphic methods; Single product Firm & Multi product Firm.

UNIT 4

Marginal costing & Absorption costing System Income determinations, usefulness of marginal costing as tool of decision making. Differential Costing/ incremental analysis as tool of Decision making, Concepts of Incremental cost, sunk costs; relevant and irrelevant costs etc.

UNIT 5

Standard costing and variance analysis as tool of cost centre (Material and Labour variances).

SUGGESTED READINGS:

Khan & Jain: MANAGEMENT ACCOUNTING

Agrawal MN: COST ACCOUNTING

Maheshwari SN: COST ACCOUNTING

Deanken & Mahar: COST ACCOUNTING

MN Arora: COST ACCOUNTING

Narang & Jain: COST ACCOUNTING

Shukla M & Grewal TS: COST ACCOUNTING

Hornsgren: COST ACCOUNTING

Course Number: BBM202, Course Title: ECONOMIC ANALYSIS

Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2009-10

Total Credits: 3, Periods (55 mts. each)/week:5(L-5+T-0+P/S-0), Min.pds. /sem.:65

UNIT 1: BASIC CONCEPTS

(a) Definitions and Scope of Economics (b) Inductive and Deductive Methods of Study (c) Wants and Consumption (d) Economic Laws (e) Utility Analysis (f) Indifference Curve Analysis.

UNIT 2: DEMAND & SUPPLY ANALYSIS

Demand concept (b) Demand Types, schedules, and curve (c) law of demand, elasticity of demand, demand forecasting (d) Supply: concept, types (e) law of supply, price elasticity of supply.

UNIT 3: THEORY OF PRICING

(a) Cost and Revenue Analysis (c) Price Equilibrium (d) Pricing in Imperfect Competition- monopoly, oligopoly, duopoly (e) Price discrimination and Pricing of Interrelated produced.

UNIT 4: THEORY OF PRODUCTION

(a) Factors of Production (b) Production Functions (c) Scales of Production Economies and Diseconomies of Scale (d) Law of return (e) Localization of Industries.

UNIT 5: THEORY OF DISTRIBUTION

(a) Marginal Productivity and Modern Theories of Distribution (b) Rent Theories (c) Interest Theories (d) Profit Theories.

SUGGESTED READINGS:

DM Mithani: MODERN ECONOMIC ANALYSIS

Stonier: A TEXTBOOK OF ECONOMIC

KP Jain: PRINCIPLES OF ECONOMICS

R.G.Lipsey & K.A. Chrystal (2007) Economics

Hirshleifer: PRICE THEORY AND APPLICATIONS W

ML Seth: PRINCIPLES OF ECONOMICS

KK Dwett: ADVANCE ECONOMICS THEORY

Course Number: BBM203, Course Title: BUSINESS COMMUNICATION II Class: B.B.A., Status of

Course: MAJOR COURSE, Approved since session: 2013-14 Total Credits:3, Periods (55 mts. each)/week:3(L-3+T-0+P/S-0), Min.pds. /sem.:39

UNIT 1

Production of Speech and Pronouncing Individual Sounds

UNIT 2

Marking Stress and Acquiring the Right Intonation

UNIT 3

Use of Contracted Forms, Speech Delivery (Use of Breath Groups and Sense Groups)

UNIT 4

Organization of Speech and Developing Conversational Ability, the Process of Listening

UNIT 5

Discussion Skills, Interviews, Extempore Speeches, Debates.

SUGGESTED READINGS:

A.C. Gibson – An Introduction to the pronunciation of English

T. Balasubramaniam – English Phonetics for Foreign Students
T. Balasubramaniam – A Textbook of English Phonetics for Foreign Students N.C.E.R.T.,
Knowing About English – A Handbook of Grammar and Phonology Krishna Mohan and N.P.
Singh – Speaking English Effectively Macmillan

Course Number: BBM204, Course Title: BUSINESS MATHEMATICS

Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2017-18
Total Credits:3, Periods (55 mts. each)/week:4(L-4+T-0+P/S-0),Min.pds./sem.:52

UNIT 1: INTRODUCTION OF DIFFERENTIAL CALCULUS

Introduction, limit and continuity of functions, scope and derivatives, rules for differentiation of functions of one variables, applications, maxima and minima, preliminary considerations of optimization. Geometric interpretation of a derivative, introduction to Rolle's theorem and Mean Value Theorem.

UNIT 2: MULTIVARIATE FUNCTIONS

Derivatives of multi-variate functions, applications of functions of several variables, conditions for optimizing multivariate functions and applications.

UNIT 3: INTEGRAL CALCULUS

Introduction, Methods of Integration: Substitution Method; Integration by Parts.

UNIT 4: APPLICATIONS OF INTEGRATION CALCULUS

Introduction to definite integrals, applications of integration to business.

UNIT 5: INTRODUCTION TO PROBABILITY

Sample space, equally likely, mutually exclusive outcomes, definition, odds, practical, probabilities, combined probabilities, total probabilities, addition rule and joint probabilities multiplication rule, independent events; Bayes rule.

SUGGESTED READINGS:

Frank S Budnick: APPLIED MATHEMATICS FOR BUSINESS, ECONOMICS AND SOCIAL SCIENCES

GC Chaddha: INTEGRAL CALCULUS

Freund: PROBABILITY AND STATISTICS

Course Number: BBM205, Course Title: MANAGEMENT THOUGHTS & PHILOSOPHY

Class: BBA, Status of Course; Major Course, Approved Since session 2012-13
Total Credits: 3, Periods (55 mts. Each)/week: 4 (L-4+T-O+P/S-O), Min. Pds. /SEM: 52

Unit 1: INTRODUCTION

Management as a Discipline, Values in Management, Managerial roles.

Unit 2: SCHOOLS OF MANAGEMENT THOUGHTS I

The Management Process School, The Empirical School, The Human Behaviour School.

Unit 3: SCHOOLS OF MANAGEMENT THOUGHTS II

The Social System School, Decision Theory School, The System School

Unit 4: MANAGEMENT THINKERS- CLASSICAL

F.W. Taylor, Henry Fayol, George Elton Mayo, A.H. Maslow, Douglas McGregor

Unit 5: MANAGEMENT THINKERS- CONTEMPORARY

Peter F. Drucker, Michael Porter, C.K. Prahalad, Indian ethos in management

SUGGESTED READINGS:

Koontz O'Donnel: MANAGEMENT

Isvar Dayal: NEW CONCEPTS IN MANAGERIAL THOUGHTS

Singh RN: MANAGEMENT THOUGHTS & THINKERS

Shrivastav PK: NEW HORIZONS IN MANAGEMENT

Maheshwari: MANAGEMENT BY OBJECTIVES

Terry GR: PRINCIPLES OF MANAGEMENT

Mathur Naveen: MANAGEMENT THOUGHT

Thirpathi PC: PRINCIPLES OF MANAGEMENT

Course Number: BBM206, Course Title: SEMINAR & GROUP DISCUSSION Class: B.B.A.,
Status of Course: MAJOR COURSE, Approved since session: 2001-02 Total Credits:2, Periods (55 mts.
each)/week: 3(L-0+T-0+P/S-3),Min.pds./sem.:39

It comprises topics of BBM201, BBM202, BBM203, BBM204 and BBM205 courses for Seminar and Group Discussion.

Course No.: GKC231, Title: SC. METH., G.K. & CURRENT AFFAIRS II

Class: B.B.A., Status: Core Course, Approved since session: 2004-05

Total Credits: 1, Periods (55 mts. each)/week:1(L-1+ T -O+P/S-O), Min.pds./sem. :13

UNIT 1: POLITICAL SCIENCE-INDIA

Constitution-preamble, citizenship, fundamental, rights, Distribution of powers, General elections, Mode of amendments, Some important amendments, President, Prime Minister and their tenure, salary, powers etc., Defence Forces and Awards.

UNIT 2: POLITICAL SCIENCE

INDIA-Important Indian Political Parties and their symbols, Important Indian Newspapers.

WORLD-United Nations Organisation - its main organs, specialised agencies of UNO, major blocks, treaties, alliances, conferences, and associations.

UNIT 3: ECONOMICS-INDIA

Some basic economic facts, Five Year Plans, Industrial developments, Principal industries, Industrial Financial Institutions.

UNIT 4: ECONOMICS-WORLD

Important international monetary organisations, Currencies of different countries, Glossary of economic terms.

UNIT 5: ENVIRONMENTAL STUDIES-ECO SYSTEM & BIODIVERSITY

(a) Ecosystem - Concept, Structure and Function, Energy Flow in the Ecosystem, Food Chain, Forest Ecosystem, Grassland Ecosystem, Desert Ecosystem, Aquatic Ecosystem

(b) Biodiversity and its Conservation - Introduction, genetic species and Ecosystem Diversity, Value of Biodiversity, India as a Mega-Diversity Nation, Hot-spots of Biodiversity, Threats to Biodiversity, Endangered and Endemic Species in India, Conservation of Biodiversity.

SUGGESTED READING:

NCERT: TEXTBOOKS ON HISTORY, GEOGRAPHY, CIVICS

MANORAMA YEARBOOK

MR Agarwal: GENERAL KNOWLEDGE DIGEST

NEWS PAPERS AND MAGAZINES:

HINDI & ENGLISH DAILY NEWS PAPERS

INDIA TODAY

COMPETITION MASTER

SPORTS STAR

COMPETITION SUCCESS REVIEWS

YOJNA

Course Number: CRC231, Course Title: COMPARATIVE STUDY OF RELIGION Class: B.B.A.,
Status of Course: CORE COURSE, Approved since session: 1999-2000 Total Credits: 2, Periods (55 mts.
each)/week: 2 (L-2+T-0+P/S-0), Min.pds./sem.: 26

1. INTRODUCTION: (a) Meaning of Religion-Importance and value of religion in human life. (b) Primitive Religious ideas and beliefs. (c) Historical Religions: Theistic religions: non-Theistic religions and secular humanism. (d) Religion and Science: Faith and reason.
2. THE HINDU RELIGIOUS TRADITIONS: (a) Pre-Vedic Indus Religious ideas: Yoga, Sakti, Cult and other forms of religious life. (b) The Vedic Religion: Gods, Sacrifices, Priests. (c) Upanishadic religion: Brahama-atman, Knowledge, Moral virtues.
3. THE BUDDHIST RELIGIOUS TRADITIONS: (a) Sramana thought and the origins of Buddhism: Life of Buddha. (b) The basic teachings of the Buddha: Four Holy truths, Sila, Samadhi, Prajuna, Middle ways, Nirvana, Samsars. (c) Spread of Buddhism in India and the world. (Sects and schools of Buddhism, Ashoka) (d) Mahayana and the Buddhists, Doctrine of Karuna and Universal liberation.
4. JAINISM: (a) Antiquity of Munis: Parsvanatha's teachings. (b) Life of Mahavira, His teachings: Great vows. (c) Jain doctrine of self and liberation, Ahimsa.
5. JUDAISM AND CHRISTIANITY: (a) Prophets of Israel: Moses and His teachings. (b) Life of Jesus Christ and Ten Commandments, the Bible. (c) Christian Doctrine of God and Salvation. (d) Sects of Christian Church with special reference to India.
6. ISLAM: (a) Life of Prophet Mohammed. (b) The teachings of the Islam and Muslim creed. (c) Sects of Islam and Sufism.
7. THE SANT TRADITIONS OF INDIA: (a) Bhakti Renaissance. (b) Kabir and Guru Nanak: Teachings. (c) Radhasoami Faith.
8. MODERN RELIGION MOVEMENTS: Arya Samaj, Brahma Samaj, Theosophical Society etc.
9. LESSONS FROM COMPARATIVE RELIGIONS AND INTER-RELIGIOUS

UNDERSTANDING:

Note: The teacher while discussing the principles of Religions will also touch upon Major scriptures and lives of important religious leaders.

SUGGESTED READINGS:

Joshi LM & Singh Harbans: AN INTRODUCTION TO INDIAN RELIGIONS
Misra, Brahm Shanker: DISCOURSES ON RADHASOAMI FAITH
EKTA

Tagore, Ravindranath: RELIGION OF MAN.
Bhagwan Das: SAB DHARMON KI BUNIYADI

Bhagwandas: ESSENTIAL UNITY OF ALL RELIGIONS

Singh GR & Devis CW: VISHWA KE PRAMUKH DHARM

Chaturvedi, Parashuram: UTTARI BHARAT KI SANT PARAMPARA

Course Number: RDC231, Course Title: AGRICULTURAL OPERATIONS

Class: B.B.A., Status of Course: Major Course, Approved since session: 2000-01
Total Credits: 1, Periods (55 mts. each)/week: 2(L:1+T:0+P:1+S:0), Min.pds./sem: 26

UNIT 1

Concept of Agriculture- importance, problems of modern agriculture, classification of crops, Agriculture briefly

UNIT 2

Land management and seed sowing- Field preparation (hoeing, harrowing, planking) nursery raising soil treatment, Seed types, seed rate, spacing, seed treatment method of sowing

UNIT 3

Nutritional management- Essential elements, their role, deficiency symptoms and classification, difference between organic manure and chemical fertilizers, types, green manures vermin compost, bio fertilizers, modes of manurial application.

UNIT 4

Intercultural operations-(i) Water management- Irrigation importance, critical stages methods of irrigation.

Annexure
- 7.1.5 (b)

(ii) Crop protection- Importance diseases (casual organism and symptoms), insect and non-insect pests and prominent weeds causing damage to important crops, preventive, and curative measures.

UNIT 5

Harvesting and post-harvest management- Harvesting, threshing, winnowing, grain drying and storage of the produce.

PRACTICAL

1. Acquaintance with layout of an ideal agricultural farm through field visit
2. Identification of important crop seeds, manures fertilizers, diseases, insect pests and weeds
3. Understanding of the plant protection measures
4. Actual in-field participation in various farm activities viz., field preparation, sowing, intercultural activities (weeding, earthing, rousing, watering, manorial application), spraying and dusting of plant protection chemicals, harvesting, bundling threshing winnowing

Course Number: RDC232, Course Title: SOCIAL SERVICE

Class: B.B.A., Status of course: CORE COURSE, Approved since Session: 2015-16 Total Credits: 1, Periods: 55 min. each (L-0+T-0+P/S-1), Min.Pds. /Sem.:13

To familiarize and participate in cleaning, field preparation, seeding, weeding, harvesting, and threshing activities related to Agricultural Operations.

To sensitize students regarding keeping their surroundings clean by practically carrying the activity in campus and around D.E.I. (Deemed University) and work for all round development of society.

Course Number: CAC261/241/251/231/271/291, Course Title: CO-CURRICULAR ACTIVITIES

Class: B.B.A., Status of course: CORE COURSE, Approved since Session: 2015-16 Total Credits: 3, Periods: 55 min. each (L-0+T-0+P/S-1), Min.Pds. /Sem.:13

To encourage students in cultural activities viz. Dramatics & Music Competition, Games & Sports and literary activities viz. Hindi & English Essays, Hindi & English Debate Competition to have overall development of the student.

CONTRACT POINT FOR THE STUDENTS IS THEIR COURSE MENTOR

LIST OF COURSE MENTORS FOR BBA ONLINE PROGRAMME

NAME	QUALIFICATION	EXPERIENCE
Dr Rashmi Saini	MBA, PhD	More than 10 Years
Vinti Satsangi	BBA, PGDM	25 Years
Arti Sood	MA(Eng), B.Ed , PGCTE	10 years
Sumati Jund	BA, LLB (Hon), LLM, Ph.d	10 years
Abhilasha Gupta	MBA (Finance, IT), Bcom(Hons), B.Ed. UGC Net Mgmt 2018	10 years

**Annexure
- 7.1.5 (b)**

Preeti Satsangi	M.Com, B.Ed, PGDT, UGC Net	10 years
Neeraj Kumar	M.Com, M.Phil, M.Ed	12 years
Mrs. Avina Mathur	MBA	30 yrs
Mrs. Madhurima Chopra	M.A(Eng), B.E.D	30 yrs
Mrs. Rashmi Saini	MBA, PHD	16 yrs
Mrs. Meeta Sinha	M.A, PhD	35 yrs
Mrs. Asha Sarvanan	M.Sc., M.Phil	25 yrs
Mrs. Rachna Tandon	MCA	30 yrs
MS. Priyanka Singh	PhD	7 yrs
Pb. Vikrant Satsangi	MBA	12 Years
Umang Satsangi (Technical Person)	Diploma in electrical Engineering	8+ Years of Experience in IT Infrastructure
Nikhil Srivastava (Technical Person)	B.com	7 Years
PB.Rohit Malhotra	Ph.D. MBA UGC Net	20 years teaching, research and training in Finance.
Ankush Saini PTK	Btech in electrical engineering	2 Years
PB.Arun Kumar Goyal	M.Tech. (Management & Systems	38+ Years in different capacity as Project Manager, BU HEAD, COO, CIO, S/W DELIVEY HEAD with various organizations- TCS, BIRLASOFT, Macmillan India, Grasim, IITD
PBN. Suvira Sinha Singh	MBA - HR & IT	13 years
PB.Chetan Satsangi	MCA	20+ years
PB.B.Achraj	Bcom	12 Years
Mohit Sharad	MBA	19 Years
Arshi	MBA	9 Years
Satya Sree Perumalla	Btech	6 Years 5 months
Chetan Sharma	MBA	8 Years
K Gurusharan	B Tech, MBA	32 years in Manufacturing, Quality, Audits
R Krishna Priya	B ED, M.A (English), M.Com	22 years in teaching
Guru Mehar	BE, MBA, PHD (Pursuing)	18 years in manufacturing, Quality

**Annexure
- 7.1.5 (b)**

Vinay Satsangi	B Tech, MBA	21 years in Manufacturing & Quality
Ashish Sharan	BE, MBA	20 years in R & D
SAMIT CHANDRA	MBA (IT) & International Marketing	25 +years
DR. RITU CHANDRA	Phd. , NET(Edu), M.Phil, M.A.(Edu Eng), Bed,	21 years
MOHIT LAL	B.Com., LLB	30 years
MUDIT LAL	B.Com., LLB, MBA	25 years
PAYAL SHARMA	M.Sc. (Maths)	15 years
VIPIN SHARMA	BSc.(Engg.), PGDBA, PGDCSA	18 years
SATYA SRIVASTAVA	M.A., Ph.D	39 years

Normal working hours are 10:30 to 4:30, however working hours of the Course Mentors are flexible depending on the students and task to be accomplished.