

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management			Program	BBA (Hons.)	
Year	First			Version	2.0	
Semester	1			Effective From	June 2023	
Course Code	BMBA21101			Course Name	Principles of Economics	
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
4	4	0	0	50	50	100

Sr. No	Module	Description	Hours
1	Introduction to Economics	- What is economics - Why Study economics - Gregory Mankiw's Ten Principles of economics - The basic economic problem - Production Possibility Curve - Definitions of economics - Microeconomics and Macroeconomics - Nature and scope of economics - Important Concepts: Economic goods and Free Goods, Price, and Value, Want and Need	15
2	Theory of Demand and supply	- Theory of demand - Utility Analysis - Meaning of Demand and Determinants of Demand - Law of Demand - Demand forecasting - Theory of Supply - Meaning of supply and Determinants of Supply - Law of Supply	15
3	The Elasticity of demand-	- Introduction to elasticity of demand - The Economic concept of elasticity - The Price elasticity of demand and its determinants - Computing the Price elasticity of demand - Significance of Price elasticity of demand in business decisions - The Income elasticity of demand - Interpreting the Income elasticity of demand - The Cross-price elasticity of demand - Significance of cross-price elasticity of demand in business decisions	15
4	National Income (NI) Accounting	- Basic Concepts of National Income - National Income accounting and Gross Domestic Product - Gross National Product - Net National Product - The Circular Flow of Income in a two-sector economy and in	15

		a four-sector economy ■ Significance and need of national income accounting ■ Difficulties of national income accounting ■ The meaning of Money- Banks and the money supply	
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REFERENCES

1.	Principles of Economics Theory and Application, Karl E. Case, Ray C. Fair, Sharon E. Oster, Pearson publication
2.	Modern Microeconomics: Theory and Application, H. L Ahuja, Sultan Chand Publication
3.	Advanced Microeconomics, M. John Kennedy, Himalaya Publication
4.	Principles of Economics, D.M. Mithani, Himalaya Publication
5.	Principles of Economics, Prem Bhutani, Taxman Allied Services (P) Ltd
6.	Economics, Paul Samuelson, William Nordhaus, Tata McGraw Hill
7.	Introduction to Positive Economics, Richard Lipsey, Oxford University Press
8.	Introduction to Economics, Stephan Dobson, MacMillan
9.	Principles of Economics, N. Gregory Mankiw, Thomson Southwestern

Assessment Pattern:

Continuous and Comprehensive Evaluation (Internal Evaluation)	Semester End Examination (External Evaluation)
50 Marks	50 Marks

Internal Evaluation:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Presentation)/ or any other component designed by the instructor	10 Marks
Live/ Practical Assignment / Case Study/ Statistical Report Analysis	05 Marks

Attendance	10 Marks
Total Continuous Evaluation	50 Marks

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	First		Version	2.0		
Semester	1		Effective From	June 2023		
Course Code	BMBA21102		Course Name	Principles of Management		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
4	4	0	0	50	50	100

Sr. No	Module	Description	Hours
1	Introduction	• Meaning and Definition considering various approaches • Characteristics of Management • Management Process [Input, Process (Planning, Organising, Staffing, Directing, Controlling) Output] • Levels of Management • Functional Management • Managerial Roles • Managerial Skills • Management Vs. Administration • Management as a Science or Art • Management as a Profession • The Organisational Environment • Managers' Responsibility towards Society • Corporate Social Responsibility: Meaning and Features • Corporate Governance (only concept) What is case study and caselet?	15
2	Planning	• Meaning and Definition • Characteristics of Planning • Significance of Planning • Mission, Objectives and Goals • Classifications of Planning ○ On Scope and Degree of Details ○ On Time Horizon ○ On Frequency of Use ○ On Specificity • Planning Premises • Steps in the Planning Process • Barriers to Effective Planning	15

		• Steps to make planning Effective • Management by Objectives (MBO) ◦ Concept, Features, Phases. • SWOT analysis • Steps in the Rational Decision-making Process • Group Decision Making Caselet of Planning	
3	Coordination Organising	• Meaning, Definition and Significance • Types of Coordination • Techniques of Coordination • Caselet of Coordination • Meaning Organising and Organisation Structure • Principles of organising • Process of organising • Span of Management (Concept only) • Types of Organisation ◦ Line Organisation ◦ Line and Staff Organisation ◦ Committee Organisation ◦ Matrix Organisation • Departmentalisation: Functional, Product, Geographical, Process, Time-based • Authority, Responsibility and Accountability • Process of Delegation Centralisation Vs. Decentralisation	15
4	Directing Supervision Controlling	• Meaning, Characteristics, Importance • Techniques of Directing • Principles of Directing • Elements of Directing (Only Overview): Motivation, Communication, Leadership • Meaning, Characteristics, Approaches. • Meaning & Definition, Characteristics, Importance. • Steps in the Control Process • Types of Control ◦ Internal ◦ External ◦ Operational ◦ Financial ◦ Structural ◦ Strategic ◦ Informational • Characteristics of Effective Control • Reasons for Resistance to Control • Strategies to Overcome Resistance to Control Caselet of Directing and Controlling	15

REFERENCES

1.	Principles of Management Text and Cases, Pravin Durai, Pearson, 2 nd Edition
2.	Principles and Practice of Management, Prasad, L. M., Sultan Chand & Sons, Seventh Edition
3.	Management Text and Cases, Rao, V. S. P., Excel Books
4.	Management: A Global, Innovative and Entrepreneurial Perspective, Weihrich H, Cannice M.- V. & Koontz H., McGraw Hill (India) Private Limited

Assessment Pattern:

Continuous and Comprehensive Evaluation (Internal Evaluation)	Semester End Examination (External Evaluation)
50 Marks	50 Marks

Internal Evaluation:

Mid-Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Presentation)/ or any other component designed by the instructor	10 Marks
Live/ Practical Assignment / Case Study/ Statistical Report Analysis	05 Marks
Attendance	10 Marks
Total Continuous Evaluation	50 Marks

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	First		Version	2.0		
Semester	1		Effective From	June 2023		
Course Code	BMBA22103		Course Name	Financial Accounting		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
4	3	0	1	50	50	100

Sr. No	Module	Description	Hours
1	Introduction to Financial Accounting and its Concepts	Meaning, functions, and limitations of financial accounting, various accounting concepts & conventions, nature of accounts and rules of debit and credit, fundamentals accounting assumptions.	08
2	Book-keeping and Final Accounts	Preparation of journal, ledger, various subsidiary books, trial balance, Final Accounts of the Company, and Sole Trader Final accounts of the company as per Company Act 2013.	38
3	Depreciation	Depreciation Meaning, objectives and methods of depreciation, examples of depreciation calculation (Straight Line Method and Diminishing Balance Method without retrospective effect)	08
4	Inventory valuation and Computerized Accounting (Tally)	FIFO, LIFO, Weighted Average Method, Introduction to Computerised Accounting, Advantages and Disadvantages of Computerised Accounting, functions keys of Tally.	06

REFERENCES

1.	Introduction to Accounting, T. S. Grewal, Sultan Chand & Co
2.	Modern Accounting, Hanif and Mukherjee, Tata McGraw-Hill
3.	Principles of Accounting, Rupam Gupta, Sultan Chand & Co
4.	Tally. ERP 9 includes concept of GST, Vishnu Priya Singh, Asian Computech Book

Assessment Pattern:

Continuous and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)
50 Marks	50 Marks

Continuous Assessment:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	50 Marks

Name of College: B.R.C.M. College of Business Administration			
Faculty	Management	Program	BBA (Hons.)
Year	First	Version	2.0
Semester	1	Effective From	June 2023
Course Code	BMBA23104	Course Name	IT Skills
Course Type	Multi-Disciplinary		

Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continuous and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)	Total
4	4	0	0	50	50	100

Course Objectives:

- Creating awareness about latest IT Skills required in Industry.
- Creating awareness about all set of IT Peripherals to be used.
- To make student feel more confident while using different sets of hardware.

Course Learning Outcomes:

This course will enable students to:

CLO 1	Understand the Fundamentals of Computers and use of Productivity Software, Internet and Email,
CLO 2	Understand Basic Computer Security and Digital Literacy, Basic Networking Concepts, Apply Basic Computing Skills in Real-Life Situations.
CLO 3	To perform various functions of office suits like find and replace, creating and modifying tables, to execute grammar and spell check functions, mail merge, conversion of document into other file formats etc. in Word Processing.
CLO 4	To understand in detail about the use of spreadsheets as tool of office suit at intermediate and advance level and to be able to perform variety of functions using spreadsheets.

Teaching Pedagogy: Traditional teaching augmented with new and innovative pedagogical approaches like Audio-visual lectures, Practical sessions in Lab, Assignments and Presentations, Quizzes, Tests etc.

Sr. No	Module	Description	Hours (Weight)
1	Introduction to IT Tools	• Introduction to IT Hardware (Input-output Devices, Storage Devices, Network Devices). • Different types of software (System, Application, Programming, Drivers etc.) • Internet and extra net with its way of working. • Technologies in IT for Business (Cloud computing, Cloud storage, Network sharing, Security and Privacy)	15 (25%)

		• Mobile Operating Systems (User Interface, Applications, Data Safety, Hacking Issues etc.) • Communication and Collaboration tools (E-mails, G-Meet, Zoom, Skype, Messenger, YouTube Live etc.)	
2	Application of IT Tools and Basics of Office Suites / G-Suite – (Word processor, Presentation, Spreadsheets)	• Search engines and its mechanism. • Usage of Office suites in management. • Basics of Office suites and its extensions and shortcuts. • Creating Documents, Save Document. • Dynamic Page Layouts (Header, footer, Water mark, Page break, Section break, End notes) • Text Formatting, inserting equations, Smart art, Inserting images and bookmarks. • Table of content with captions – cross references and bibliography, • Find and replace function, Grammar & Spell check. • Creating, Modifying and filling Tables. • Working with Mail Merge. • Protecting Document, Printing Page.	15 (25%)
3	Office Suites / G-Suite – Spread sheets (Practical Exercise, Lab Sessions)	• Basics • Workbook, worksheet, workspace, Formatting workbook, Conditional formatting, working with charts, Sorting data, Auto filter. • Functions • Mathematical, Financial, Statistical, Logical, Counting, Date and Time, Text Functions, Total and Subtotal function	15 (25%)
4	Office Suites / G-Suite – Spread sheets (Advance) (Practical Exercise, Lab Sessions)	• Functions • Mathematical, Statistical, Lookup & Reference Formulas, Date and Time, Working with Pivot Table, Text to Columns, Data Validation & Conditional Formatting, Macros.	15 (25%)

References:

Sr. No.	Title of the Book (Edition)	Author(s)	Publisher
1.	Computer Application in Management	Ritendra Goel	New Age Publishers
2.	Fundamental of Computer	P. Mohan	Himalaya Publishing House
3.	PC Software for windows made simple	R K Taxali	Tata McGraw Hill

Assessment Pattern:

Continuous and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)
50 Marks	50 Marks

Continuous Assessment:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	50 Marks

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	First		Version	2.0		
Semester	1		Effective From	June 2023		
Course Code	BMBA24105		Course Name	Communication and Soft Skills -1		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continuous and Comprehensive Assessment (CCA)	Semester end examinations (SEE)	Total
2	2	0	0	25	25	50

Sr. No	Module	Description	Hours
1	Reading Skills	• Benefits of reading • Different types of reading • Tips for effective reading • Developing reading comprehension • Study techniques	09
2	Public Speaking and Presentation Skills	• Language-correctness, vocabulary • Content-substance, insight • Body Language- gestures, postures, eye contact, facial expressions, distance, tone • Practice- regular rehearsals or training • Pronunciation- clear and comprehensive • Great Helpers while making a Presentation. • Steps to a Successful Presentation • Format of the Presentation	12
3	Listening Skills	• Characteristics of a good listener • Techniques of effective listening • Barriers to listening.	09

REFERENCES

1.	Business Communication by Asha Kaul Eastern Economy Edition Prentice Hall India Publication
2.	Vibrant English by Board of Editors Orient Blackswan Private Ltd.
3.	Effective Business Communication by Asha Kaul Prentice Hall India, 2004
4.	Soft skills: Know Yourself and Know the World by Dr. K. Alex S.CHAND Paperback
5.	English and Soft skills by S.P.Dhanavel Paperback
6.	Life Skills (Jeevan Kaushal) Facilitators' Guidelines UGC New Delhi
7.	Managing Soft Skills for Personality Development by B.N.Ghosh Tata McGraw-Hill 2012
8.	The Ace of Soft Skills_ Attitude, Communication, Etiquette for Success by Gopalaswamy Ramesh, Mahadevan Ramesh Pearson Education 2011
9.	Communication Skills and Soft Skills An Integrated Approach by E. Suresh kumar and Sreepihari Pearson Education 2011

Continuous Assessment Theory:

Mid Semester Examination	08 Marks
Quiz (At the end of each module)	05 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	04 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	03 Marks
Attendance	05 Marks
Total Continuous Assessment Theory	25 Marks

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	First		Version	2.0		
Semester	1		Effective From	June 2023		
Course Code	BMBA25106		Course Name	Emotional Skills for Workplace		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continuous and Comprehensive Evaluation (CCE)	Semester End Examinations (SEE)	Total
2	2	0	0	20	30	50

Sr. No	Module	Description	Hours
1	Stress, Coping and Stress Management	■ Stress, Stress Management and Coping ■ Distress, versus Eustress ■ Process of Stress ■ Stress and its effects ■ Relaxation and Breathing exercises ■ Stress, Emotional Intelligence and Resilience ■ Concept of Mindfulness	10
2	Emotional Intelligence	■ Understanding Emotions ■ Concept and Dimensions of Emotional Intelligence ■ Managing your Emotions ■ Testing Emotional Intelligence ■ Developing Emotional Intelligence ■ Developing Social Intelligence	10
3	Resilience Building	■ The importance of resilience ■ Assessing your resilience ■ Approaches to Resilience building ■ The language of resilience ■ Strengthening four pillars of personal resilience – Confidence, Social Support, Adaptability, Purposefulness ■ 7 Crucial Cs as ingredients of Resilience	10

REFERENCES

1.	Comprehensive Stress Management by Greenberg, Jerrold S.; McGraw Hill
2.	Emotional Intelligence Pocketbook Little Exercises for An Intuitive Life by Hasson, Gill Capstone; John Wiley & Sons Ltd
3.	Build your Resilience by Robertson, Donald J.
4.	Building Resilience in children and teens by Ginsburg, Kenneth R; Jablow, Martha M.; American Academy of Pediatrics Publishing
5.	Building resilience for success: A Resource for Managers and Organizations by Cooper, Cary L.; Flint, England Jill; and Pearn, Michael; Palgrave Macmillan

6.	The Emotionally Intelligent Office: 20 Key Emotional Skills for the Workplace by The School of Life 2018
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Assessment Pattern:

Continuous and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)
25 Marks	25 Marks

Continuous and Comprehensive Evaluation:

Mid Semester Examination	8 Marks
Quiz (At the end of each module)	5 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	4 Marks
Live/ Practical Assignment /Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	3 Marks
Attendance	5 Marks
Total Continuous Evaluation	25 Marks

Name of College: B.R.C.M. College of Business Administration			
Faculty	Management	Program	BBA (Hons.)
Year	First	Version	2.0
Semester	1	Effective From	June 2023
Course Code	BMBA26108	Course Name	Indian Health, Wellness and Yoga

Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continuous and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)	Total
2	2	0	0	25	25	50

Sr. No	Module	Description	Hours
1	Àyurveda, Wellness and Lifestyles	■ Àyurveda- Definition of Health - Physical and Psychological aspects ■ Concept of Wellness ■ The Seven Dimensions of Wellness ■ Behaviour that contribute to Healthy Lifestyle ■ Dinacarya – Daily Regimen for health and Wellness ■ Physical Activity, Health and Quality of Life ■ Sitting Disease: A 21st- Century Chronic Disease Activity 1.1 Daily Physical Activity Log Activity 1.2 Wellness Lifestyle Questionnaire	10
2	Fitness and Yoga	■ Benefits of a Comprehensive Fitness Program ■ Yoga way of life – Relevance to Health and Wellness ■ Physical Activity and Exercise Defined ■ Types of Physical Fitness ■ Holistic healing - Seven Chakras ■ Sleep and Food – impact on health	10
3	Food and Nutrition	■ Concept of Nutrition ■ Sources of Nutrients – Carbohydrates, Fats (Lipids), Proteins, Vitamins, Minerals, Water, Nuts, Soy Products, Probiotics ■ Unprocessed, Processed, and Ultra-Processed Foods ■ A Healthy Diet ■ Achieving a Balanced Diet ■ Choosing Healthy Foods ■ Benefits of Foods ■ Vegetarianism ■ Nutrient Supplementation ■ Proper Nutrition: A Lifetime Prescription for Healthy Living	10

References:

1.	Lifetime Physical Fitness & Wellness - A Personalized Program by Hoeger, Werner W.K. Hoeger, Sharon A., Hoeger, Cherie I. Meteer, Andrew D.; Cengage Publication
2.	Nutrition and Dietetics (With Indian Case Studies) by Joshi, Shubhangini A; McGraw Hill Education
3.	Indian Knowledge System: Concepts and Applications by Mahadevan, B.; Bhat, V. R.; Nagendra, P. R.N.; PHI Learning Pvt. Ltd.

Assessment Pattern:

Continuous and Comprehensive Evaluation (Internal Evaluation)	Semester End Examination (External Evaluation)
25 Marks	25 Marks

Continuous and Comprehensive Evaluation:

Mid Semester Examination	8 Marks
Quiz (At the end of each module)	5 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	4 Marks
Live/ Practical Assignment /Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	3 Marks
Attendance	5 Marks
Total Continuous Evaluation	25 Marks