

SYLLABUS

BBA-I YEAR(2022-23)

Year	Sem	Subject	Course Code	Paper Title	Theory/ Practical / Project	Credits	Cumulative Minimum credits required for Award of Certificate/ Diploma/ Degree	
1	I	Core 1	F010101T	Business Economics	Theory	6	(46) Certificate in Business Administration	
		Core 2	F010102T	Business Statistics	Theory	6		
		Core 3	F010103T	Principles of Management	Theory	6		
		GE 1	F010104T	Principles of Management	Theory	4		
		SEC 1	F010105T	Basic Accounting	Theory	3		
		AECC 1	F010106T	Food Nutrition and Hygiene	Theory	0 (Qualifying)		
Total Credit						25		
1	II	Core 4	F010207T	Organisational Behavior	Theory	6		
		Core 5	F010208T	Marketing Theory and Practices	Theory	6		
		Core 6	F010209T	Human Resource Development	Theory	6		
		GE 2	F010210T	Marketing Theory and Practices	Theory	(Optional)		
		SEC 2	F010211T	Business Mathematics	Theory	3		
		AECC 2	F010212T	First Aid and Health	Theory	0 (Qualifying)		
Total Credit						25		

BBA-I SEMESTER

Year	Sem	Subject	Course Code	Paper Title	Theory/ Practical/ Project	Credits
1	I	Core 1	F010101T	Business Economics	Theory	6
		Core 2	F010102T	Business Statistics	Theory	6
		Core 3	F010103T	Principles of Management	Theory	6
		GE 1	F010104T	Principles of Management	Theory	4
		SEC 1	F010105T	Basic Accounting	Theory	3
		AECC 1	F010106T	Food Nutrition and Hygiene	Theory	0 (Qualifying)
Total Credit						25

Programme/Class: BBA		Year: First	Semester: First
Core Compulsory 1			
Course Code: F010101T		Course Title: Business Economics	
Course outcomes: 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. The outcome of the course will be as follows – <ul style="list-style-type: none">To provide knowledge about business economics.To provide knowledge about Demand Analysis.To Determine Production and cost analysis.To make aware with pricing and profit management.			
Credits: 6		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0			
Unit	Topics		No. of Lectures Total=75
I	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.		19
II	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.		19
III	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.		18
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures–Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation		19

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. 5. Peterson & Lewis, Managerial Economics
Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: BBA		Year: First	Semester: First
Core Compulsory 2			
Course Code: F010102T		Course Title: Business Statistics	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows – <ul style="list-style-type: none">To provide knowledge about basic concepts of Statistics.To provide knowledge measurement of central tendency.To give an overview of correlation and regression analysis.To make able to know the sampling and probability.			
Credits: 6		Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0			
Unit	Topics		No. of Lectures Total=75
I	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.		19
II	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.		19
III	Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson’s Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.		18
IV	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye’s theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests.		19
Suggested Readings: 1 Gupta, S.P. & Gupta, M.P., Business Statistics 2. Levin, R.I., Statistics for Management 3. Feud, J.E., Modern Elementary Statistics 4. Elhance, D.N., Fundamentals of Statistics 5. Gupta, C.B., Introduction of Statistical Methods			

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

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Further Suggestions:

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Programme/Class: BBA		Year: First	Semester: First
Core Compulsory 3			
Course Code: F010103T		Course Title: Principles of Management	
Course outcomes: 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. The outcome of the course will be as follows – <ul style="list-style-type: none">To provide knowledge about management and its principles.To provide knowledge about Managerial functions.To make aware with management thinkers and their contributions.			
Credits: 6		Compulso ry	
Max. Marks: 25+75		Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0			
U ni t	Topi cs		No. of Lectures Total=75
I	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration..		19
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.		19
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.		18
IV	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		19
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			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: BBA		Year: First	Semester: First
Generic Elective 1			
Course Code: F010104T		Course Title: Principles of Management	
Course outcomes: 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. The outcome of the course will be as follows – <ul style="list-style-type: none">To provide knowledge about management and its principles.To provide knowledge about Managerial functions.To make aware with management thinkers and their contributions.			
Credits: 4		Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topics		No. of Lectures Total=60
I	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration..		15
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.		15
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.		15
IV	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		15
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			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: BBA		Year: First	Semester: First
Skill Enhancement Course – 1			
Course Code: F010105T		Course Title: Basic Accounting	
Course outcomes: 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. The outcome of the course will be as follows – <ul style="list-style-type: none">To Introduce about Accounting Principles and other aspects of accounting.To provide knowledge about rectification of errors.To make able about valuation of stocks.To make aware with share and Debenture.			
Credits: 3		Compulso ry	
Max. Marks: 25+75		Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lecture s Total=45
I	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.		12
II	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.		10
III	Valuation of stocks, Accounting treatment of depreciation, Reservesand provisions, Preparation of final accounts along with adjustment entries.		12
IV	Issue of shares and debentures, Issue of bonus shares and right issue,Redemption of preference shares and debentures.		11
Suggested Readings: 1. Agarwal B.D., Advanced Accounting 2. Chawla & Jain, Financial Accounting 3. Chakrawarti K.S., Advanced Accounts. 4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting 5. Jain & Narang, Advanced Accounts			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: BBA		Year: First	Semester: First
Ability Enhancement Compulsory Course – 1			
Course Code: F010106T		Course Title: Food Nutrition and Hygiene	
Course outcomes: <ul style="list-style-type: none">• 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			
Credits: 0 (Qualifying)		Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
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		8
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		7
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 Breast / Formula Feeding (Birth – 6 months of age) Complementary and Early Diet (6 months – 2 years of age)		8
IV	Community Health Concept (a) Causes of common diseases prevalent in the society and Nutrition requirement in the following: Diabetes		7

	Hypertension (High Blood Pressure) Obesity Constipation Diarrhea Typhoid (b) National and International Program and Policies for improving Dietary Nutrition (c) Immunity Boosting Food	
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/ 5. 5.डड वदं ा स हं "आहार डडडडडड डडड डडडड" डडडडड डडडडडड डडडडड 2015, तहे रवां डडडडडडड 6. 6.Sheel Sharma,Nutrition and Diet Therapy,Peepee Publishers Delhi,2014,First Edition.		
Suggested Continuous Evaluation Methods: MCQs, Practical Diet/ Meal Planning, assignments Presentations, group Discussion, Case study, Survey		
Suggested equivalent online courses: https://www.udemy.com/course/internationally-accredited-diploma-certificate-in-nutrition Diploma in Human Nutrition-Revised Offered by Alison		
Further Suggestions:		

BBA-II SEMESTER

Year	Sem	Subject	Course Code	Paper Title	Theory/ Practical/ Project	Credits
1	II	Core 4	F010207T	Organisational Behavior	Theory	6
		Core 5	F010208T	Marketing Theory and Practices	Theory	6
		Core 6	F010209T	Human Resource Development	Theory	6
		GE 2	F010210T	Marketing Theory and Practices	Theory	(Optional)
		SEC 2	F010211T	Business Mathematics	Theory	3
		AECC 2	F010212T	First Aid and Health	Theory	0(Qualifying)
Total Credit						21

Programme/Class: BBA		Year: First	Semester: Second
Core Compulsory 4			
Course Code: F010207T		Course Title: Organisational Behavior	
Course outcomes: The aim of the course is to build knowledge and understanding of Organisational Behavior among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behavior. The outcome of the course will be as follows – <ul style="list-style-type: none">To provide knowledge about Organisational Behavior.To provide knowledge about individual and group behaviour.To give an overview about change in organization and QWL.			
Credits: 6		Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0			
Unit	Topics		No. of Lectures Total=75
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.		19
II	Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom’s expectancy theory.		19
III	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. 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.		18
IV	Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.		

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Suggested Readings: <ol style="list-style-type: none"> 1 Bennis, W.G., Organisation Development 2. Breech Islwar, Oragnaistion-The Framework of Management 3. Dayal, Keith, Organisational Development 4. Sharma, R.A., Organisational Theory and Behavior 5. Prasad, L.M., Organisational Behavior 		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: BBA		Year: Year: First	Semester: Second
Core Compulsory 5			
Course Code: F010208T		Course Title: Marketing Theory and Practices	
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. The outcome of the course will be as follows – <ul style="list-style-type: none">To provide knowledge about Marketing Theory and Practices.To provide knowledge about market segmentation and marketing mix.To give an overview about marketing research.			
Credits: 6		Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0			
Unit	Topics		No. of Lectures Total=75
I	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.		19
II	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.		19
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 Promotion – Promotional mix, tools, objectives, media selection & management		18
IV	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.		19
Suggested Readings: 1. Philip Kotlar, Marketing Mgt. (PHI) 2. Etzet, Walker, Stanton, Marketing 3. Rajan Saxena, Marketing Management			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			

Further Suggestions:

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Programme/Class: BBA		Year: Year: First	Semester: Second
Core Compulsory 6			
Course Code: F010209T		Course Title: Human Resource Development	
Course outcomes: The aim of the course is to build knowledge and understanding of Human Resource Development among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development. The outcome of the course will be as follows – <ul style="list-style-type: none">To provide knowledge about HRD concepts and other aspects.To provide knowledge about potential appraisal.To give an overview about Job Enrichment and Quality circles.To make aware with human resource accounting.			
Credits: 6		Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0			
Unit	Topics		No. of Lectures Total=75
I	HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods.		19
II	Potential Appraisal: Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training.		19
III	Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.		18
IV	HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.		19
Suggested Readings: 1. Dipak Kumar Bhattacharya, Human Resource Management 2. Arun Monappa, Managing Human Resource 3. P.Subba Rao, Essential of HRM and Industrial Relations 4. C.B. Memoria, Personnel Management			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			

Further Suggestions:

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Programme/Class: BBA		Year: Year: First	Semester: Second
Generic Elective – 2 (Optional)			
Course Code: F010210T		Course Title: Marketing Theory and Practices	
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. The outcome of the course will be as follows – <ul style="list-style-type: none">To provide knowledge about Marketing Theory and Practices.To provide knowledge about market segmentation and marketing mix.To give an overview about marketing research.			
Credits: 4		Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topics		No. of Lectures Total=60
I	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.		15
II	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.		10
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 Promotion – Promotional mix, tools, objectives, media selection & management		15
IV	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.		10
Suggested Readings: 1. Philip Kotlar, Marketing Mgt. (PHI) 2. Etzet, Walker, Stanton, Marketing 3. Rajan Saxena, Marketing Management			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			

Suggested equivalent online courses:
Further Suggestions:

Programme/Class: BBA		Year: Year: First	Semester: Second
Skill Enhancement Course – 2			
Course Code: F010211T		Course Title: Business Mathematics	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Mathematics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Mathematics. The outcome of the course will be as follows – <ul style="list-style-type: none">To provide knowledge about Mathematics and its use in business.To make able about mathematical calculations.To learn about the use of set theory and calculus in business.			
Credits: 3		Compulso ry	
Max. Marks: 25+75		Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
U ni t	Topi cs		No. of Lectures Total=45
I	Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business, Mathematical Induction. Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the ad-joint matrix methods & Guassian Elimination Method.		12
II	Percentage, Ratio and Proportion, Average, Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest		12
III	Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter- section of Sets, Use of set theory in business, Permutation & Combination.		10
IV	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems, etc.)		11
Suggested Readings: 1. Mehta & Madnani, Mathematics for Economics 2. Mongia, Mathematics for Economics 3. Zamiruddin, Business Mathematics 4. Raghavachari, Mathematics for Management			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			

Suggested equivalent online courses:
Further Suggestions:

Programme/Class: BBA		Year: First	Semester: Second
Ability Enhancement Compulsory Course – 2			
Course Code: F010212T		Course Title: First Aid and Health	
Course outcomes: <ul style="list-style-type: none">• Learn the skill needed to assess the ill or injured person.• Learn the skills to provide CPR to infants, children and adults.• Learn the skills to handle emergency child birth• Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence.• Learn the Basic sex education help youth to understand Sex is normal. It’s a deep, powerful instinct at the core of our survival as a species. Sexual desire is a healthy drive.• Help to understand natural changes of adolescence• Learn the skill to identify Mental Health status and Psychological First Aid			
Credits: 2		Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
I	<p>A. Basic First Aid</p> <ul style="list-style-type: none">• Aims of first aid & First aid and the law.• Dealing with an emergency, Resuscitation (basic CPR).• Recovery position, Initial top to toe assessment.• Hand washing and Hygiene• Types and Content of a First aid Kit <p>B. First AID Technique</p> <ul style="list-style-type: none">• Dressings and Bandages.• Fast evacuation techniques (single rescuer).• Transport techniques. <p>C. First aid related with respiratory system</p> <ul style="list-style-type: none">• Basics of Respiration. No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging,• Swelling within the throat, Suffocation by smoke or gases and Asthma. <p>D. First aid related with Heart, Blood and Circulation</p> <ul style="list-style-type: none">• Basics of The heart and the blood circulation.• Chest discomfort, bleeding. <p>D. First aid related with Wounds and Injuries</p> <ul style="list-style-type: none">• Type of wounds, Small cuts and abrasions• Head, Chest, Abdominal injuries• Amputation, Crush injuries, Shock <p>E. First aid related with Bones, Joints Muscle related injuries</p> <ul style="list-style-type: none">• Basics of The skeleton, Joints and Muscles.• Fractures (injuries to bones).		2 (Theory) 10 (Practical)
II	<p>F. First aid related with Nervous system and Unconsciousness</p> <ul style="list-style-type: none">• Basics of the nervous system.• Unconsciousness, Stroke, Fits – convulsions – seizures, Epilepsy. <p>G. First aid related with Gastrointestinal Tract</p> <ul style="list-style-type: none">• Basics of The gastrointestinal system.		2 (Theory) 10 (Practical)

	<ul style="list-style-type: none"> • Diarrhea, Food poisoning. <p>H. First aid related with Skin, Burns</p> <ul style="list-style-type: none"> • Basics of The skin. • Burn wounds, Dry burns and scalds (burns from fire, heat and steam). • Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke. • Frost bites (cold burns), Prevention of burns, Fever and Hypothermia. <p>I. First aid related with Poisoning</p> <ul style="list-style-type: none"> • Poisoning by swallowing, Gases, Injection, Skin <p>J. First aid related with Bites and Stings</p> <ul style="list-style-type: none"> • Animal bites, Snake bites, Insect stings and bites <p>K. First aid related with Sense organs</p> <ul style="list-style-type: none"> • Basic of Sense organ. • Foreign objects in the eye, ear, nose or skin. • Swallowed foreign objects. <p>L. Specific emergency satiation and disaster management</p> <ul style="list-style-type: none"> • Emergencies at educational institutes and work • Road and traffic accidents. • Emergencies in rural areas. • Disasters and multiple casualty accidents. • Triage. <p>Emergency Child birth</p>	
III	<p>Basic Sex Education</p> <ul style="list-style-type: none"> • Overview, ground rules, and a pre-test • Basics of Urinary system and Reproductive system. • Male puberty — physical and emotional changes • Female puberty — physical and emotional changes • Male-female similarities and differences • Sexual intercourse, pregnancy, and childbirth • Facts, attitudes, and myths about LGBTQ+ issues and identities • Birth control and abortion • Sex without love — harassment, sexual abuse, and rape • Prevention of sexually transmitted diseases. 	9
IV	<p>Mental Health and Psychological First Aid</p> <ul style="list-style-type: none"> • What is Mental Health First Aid? • Mental Health Problems in the India • The Mental Health First Aid Action Plan • Understanding Depression and Anxiety Disorders • Crisis First Aid for Suicidal Behavior & Depressive symptoms • What is Non-Suicidal Self-Injury? • Non-crisis First Aid for Depression and Anxiety • Crisis First Aid for Panic Attacks, Traumatic events • Understanding Disorders in Which Psychosis may Occur • Crisis First Aid for Acute Psychosis • Understanding Substance Use Disorder • Crisis First Aid for Overdose, Withdrawal • Using Mental Health First Aid 	2 (Theory) 10 (Practical)
<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Indian First Aid Mannual-https://www.indianredcross.org/publications/FA-manual.pdf • Red Cross First Aid/CPR/AED Instructor Manual • https://mhfa.com.au/courses/public/types/youthedition4 • Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center. www.unh.edu/ccrc/pdf/CV192. pdf • Kantor L. & Levitz N. (2017). Parents' views on sex education in schools: How much do Democrats and 		

<p>Republicans agree? PLoS ONE, 12 (7): e0180250.</p> <ul style="list-style-type: none"> • Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper. • Schwietershausen, E. (2015, May 28). The Cut. www.thecut.com/2015/05/most-women-are-catcalled-before-they-turn-17.html • Wiggins, G. & McTighe, J. (2008). Understanding by design. Alexandria, VA: ASCD. <p>https://marshallmemo.com/marshall-publications.php#8.</p>
<p>Suggested Continuous Evaluation Methods: Assignments, Presentation, Group Discussion, and MCQ</p>
<p>Suggested equivalent online courses:</p> <ul style="list-style-type: none"> • https://www.redcross.org/take-a-class/first-aid/first-aid-training/first-aid-online • https://www.firstaidforfree.com/ • https://www.coursera.org/learn/psychological-first-aid <p>https://www.coursera.org/learn/mental-health</p>
<p>Further Suggestions:</p>