

Guru Nanak Dev Engineering College, Ludhiana
Department of Business Administration
Syllabus
Bachelor of Business Administration (BBA)
2024 Admission Batch Onwards

Course Code: BBA108

Course Title: Human Behaviour and Organization

Programme: BBA	L: 3 T: 1 P: 0	Credits: 4
Semester: 2	Theory/Practical: Theory	Teaching Hours: 45(L)+15(T)= 60 hrs
Total Max. Marks: 100	Continuous Assessment (CA) Marks: 40	End Semester Examination (ESE) Marks: 60
Minimum Percentage of Numerical / Design / Programming Problems in ESE: NIL		
Duration of End Semester Examination (ESE): 3 hours		
Course Type: Core Course		

Prerequisites (if any): NIL

Additional Material Allowed in ESE: NIL

On completion of the course, the student will have the ability to:

CO#	Course Outcomes
1	Understand the role of personality, learning, perception and emotions at work.
2	Discover and understand the concept of motivation, leadership, power and ethics.
3	Understand the foundation of group behaviour and concept of conflict and power.
4	Gain understanding of organizational change techniques.
5	Understand the approaches to stress management and organizational development.

Contents

Part-A

Unit-I

11(L) hrs

Meaning and concept of Organizational behavior; Personality: meaning, factors affecting personality, Big five model of personality; Attitude; Values; Emotions

Learning: concept and theories of learning (Classical conditioning, Operant conditioning and social learning theory), concept of reinforcement.

Perception: concept, factors affecting perception, process of perception, perceptual errors.

Unit-II

11(L) hrs

Motivation: Concept, importance, Process, theories (Goal Setting theory, MBO, Self Efficacy theory, Self Determination theory, Equity theory, Vroom's expectancy theory)

Leadership: Concept, Theories (Trait, Behavioral, Contingency, Charismatic, Transactional, Transformational Leadership and Servant Leadership)

Ethical Leadership: Concept, Importance, Dimensions.

Part-B

Unit-III

12(L) hr

Groups: Definition, Stages of Group Development, Group Cohesiveness; Analysis of Interpersonal Relationship, Transactional Analysis, Johari Window.

Conflict: Concept, Sources, Types and Stages of Conflict, Management of Conflict, approaches to conflict management.

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Organizational Power: Sources of Power and Dysfunctional uses of Power.

Unit-IV

11(L) hrs

Organizational Change: Concept, Resistance to change, Managing resistance to change, Kurt Lewin's Theory of Change.

Stress Management: sources of stress, approaches for stress management.

Organizational Development: Meaning and types of OD Interventions, Learning Organizations.

Tutorial hours will be used for practice sessions for design/numerical problems/programming/case-studies etc.

Text Books

1. Robbins, "Organization Behaviour", 18th edition, Pearson, 2019
2. Lathan's, "Organization Behaviour", 12th edition, Tata McGraw Hill 2010
3. Newstrom, "Organization Behaviour", 10th edition, Tata McGraw Hill 2001

Reference Books

1. L.M.Prasad, "Organization Behaviour", 5th edition, Sultan Chand 2014.
2. Parikh and Gupta, "Organization Behaviour", 1st edition, Tata McGraw Hill 2017.
3. Aswathappa, "Organization Behaviour", 1ST edition, Himalaya Publishing House 2022.

Online Learning Materials

1. https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jul/4_07-01-2021_12-32-15_Organizational%20Behaviour.pdf
Accessed on December 02, 2024
2. <https://old.mu.ac.in/wp-content/uploads/2014/04/Management-PAPER-II-Organizational-Behavior-final-book.pdf>
Accessed on December 02, 2024

Guru Nanak Dev Engineering College, Ludhiana
Department of Business Administration
Syllabus
Bachelor of Business Administration (BBA)
2024 Admission Batch Onwards

Course Code: BBA109

Course Title: Marketing Management

Program: BBA	L: 3 T: 1 P: 0	Credits: 4
Semester: 2	Theory/Practical: Theory	Teaching Hours: 45(L)+15(T)= 60 hrs
Total Max. Marks: 100	Continuous Assessment (CA) Marks: 40	End Semester Examination (ESE) Marks: 60
Minimum percentage of Numerical / Design / Programming Problems: NIL		
Duration of End Semester Examination (ESE): 3 hours		
Course Type: Core Course		

Prerequisites: NIL

Additional Material required in ESE: NIL

On completion of the course, the student will have the ability to:

CO#	Course Outcomes
1	Explain the basics of marketing, selling, marketing mix and its core concepts.
2	Describe the intricacies of the marketing segmentation, methods and marketing mix
3	Develop necessary skills for product formulation, Labelling and pricing the products.
4	Illustrate various components of product distribution.
5	Develop an understanding of promotion mix and strategies for successful promotion

Contents

Part – A

Unit-I

11(L)hrs

Marketing: Nature and Scope of Marketing, Difference in needs, wants and demand. Emerging Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro environment.

Unit- II

11(L) hrs

Market segmentation: Need, concept, nature, basis and strategies, mass marketing vs. Segmentation.

Marketing Mix: 4Ps of products and 7Ps of services, components and factors affecting mix.

Part-B

Unit- III

11(L) hrs

Product decisions: Product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions.

Pricing decisions: importance, objectives, designing strategies, Pricing Techniques.

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Unit-IV

12(L)hrs

Distribution: Types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components.

Product Promotion: promotion mix- introduction, importance, advantages and disadvantages of various components and factors affecting designing and managing Integrated Marketing Communications.

Tutorial hours will be used for practice sessions for design/numerical problems/programming/case-studies etc.

Text Books

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.

Reference Books

1. Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.
2. Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

Online Learning Materials

1. <https://htbiblio.yolasite.com/resources/Marketing%20Book.pdf> Accessed on January 10, 2025.
2. https://assets.openstax.org/oscms-prodcms/media/documents/Principles_Marketing-WEB.pdf accessed on January 17, 2025.

Supplementary SWAYAM Course

Sr. No.	Course Name	Instructor	Host Institute	URL
1	Innovation in Marketing and Marketing of Innovation	Prof. Vinay Sharma	IIT Roorkee	https://nptel.ac.in/courses/110107432

Guru Nanak Dev Engineering College, Ludhiana
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Syllabus
Bachelor of Business Administration (BBA)
2024 Admission Batch Onwards

Course Code: BBA110

Course Title: Business Economics

Programme: BBA	L: 3 T: 1 P: 0	Credits: 4
Semester: 2	Theory/Practical: Theory	Teaching Hours: 45(L)+15(T)= 60 hrs
Total Max. Marks: 100	Continuous Assessment (CA) Marks: 40	End Semester Examination (ESE) Marks: 60
Minimum Percentage of Numerical / Design / Programming Problems in ESE: NIL		
Duration of End Semester Examination (ESE): 3 hours		
Course Type: Core Course		

Prerequisites (if any): NIL

Additional Material Allowed in ESE:

On completion of the course, the student will have the ability to:

CO#	Course Outcomes
1	Study the basic concepts of micro and macroeconomics relevant for business decision making.
2	Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.
3	Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model.
4	Help the students to describe and analyze the National Income Statistics of an economy in quantitative terms.
5	Interpret macroeconomic issues like money, inflation and business cycles.

Contents

Part-A

Unit - I

12(L) hrs

Micro Economics vs. Macro Economics, Fundamental concepts used in Business Decision making, Opportunity Cost Principle, Incremental Principle, Law of Demand: Movement along vs. Shift in Demand Curve, Concept of Elasticity of Demand – Types of Elasticity of Demand (Price, Income and cross), Factors affecting elasticity of demand.

Unit-II

11(L) hrs

Indifference Curve Analysis: Meaning, Assumptions, Properties, Importance of Indifference Analysis, Limitations of Indifference Theory; Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition. Oligopoly (Meaning & Types)

Part-B

Unit-III

11(L) hrs

Nature and Scope of Macro Economics, National Income: Measuring National Income. Problems in the measurement of National Income. Nature and Functions of Money, Liquidity preference theory and Keynesian Liquidity Trap. Inflation: Meaning, Types, Causes, Effects and Policies to control inflation.

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Unit-IV

11(L) hrs

Business cycle: Meaning, types and phases. Monetary and Fiscal Policy. Multiplier: Concept, Features and Leakages. Macro-economic Framework in Indian Economy, Financial Administration: Finance Commission.

Tutorial hours will be used for practice sessions for design/numerical problems/programming/case-studies etc.

Text Books

1. H.L. Ahuja “Advanced Economic Theory”, 21st Edition, Sultan Chand 2019.
2. M.L. Jhingan “Macro Economic Theory”, 13th Edition, PHI, 2016

Reference Books

1. D.N. Dwivedi, “Macroeconomics Theory and Policy”, 5th Edition McGraw Hill, 2019.
2. T.R. Jain, V.K. Ohri “Introductory Microeconomics”, V K Publications , 2019.
3. Yadav. Shwetambni , “Microeconomics for Business Decisions”,2023, Mahavir Publications

Online Learning Materials

1. https://ddceutkal.ac.in/Downloads/UG_SLM/Commerce/GE_1.pdf Accessed on April29,2023
2. https://mpbou.edu.in/uploads/files/MACRO_ECONOMICS.pdf Accessed on March 10, 2024

Supplementary SWAYAM Course

Sr. No.	Course Name	Instructor	Host Institute	URL
1	Introduction to Microeconomics	Prof. Vimal Kumar	IIT Kanpur	https://onlinecourses.nptel.ac.in/noc21_hs52/preview

Guru Nanak Dev Engineering College, Ludhiana
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Bachelor of Business Administration (BBA)
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Course Code: BBA111

Course Title: Emerging Technologies and Applications

Programme: BBA	L: 1 T: 0 P: 2	Credits: 2
Semester: 2	Theory/Practical: Theory	Teaching Hours: 15(L)+30(T)= 45 hrs
Total Max. Marks: 150	Continuous Assessment (CA) Marks: 90	End Semester Examination (ESE) Marks: 60
Minimum Percentage of Numerical / Design / Programming Problems in ESE: NIL		
Duration of End Semester Examination (ESE): 3 hours		
Course Type: Core Course		

Prerequisites (if any): NIL

Additional Material Allowed in ESE: NIL

On completion of the course, the student will have the ability to:

CO #	Course Outcomes
1.	Introduce emerging technologies and industrial revolution
2.	Describe and learn basics of web technologies
3.	Understand and implement basics of html and css
4.	Explain the concepts of AI and IoT
5.	Acquaint with the facets of Cyber security and various types of cyber threats

Contents

Part A

Unit - I

8(L)hrs

Introduction to Emerging Technologies: Introduction to emerging technologies, introduction to industrial revolution, role of data for emerging technologies, Applications of Emerging Technologies.

Unit - II

12(L)hrs

Introduction to Web programming: Introduction to Web programming, HTML Basic concepts, understanding and creation of css, creation of HTML webpage.

Part-B

Unit - III

15(L)hrs

Introduction to AI : Introduction to AI, need, foundations of AI, Sub areas of AI, advantages, disadvantages; Introduction to IoT, need, architecture, devices and networks, advantages, disadvantages.

Unit - IV

10(L)hrs

Cyber Security: Cyber Security, definition, types of cyber security threats, benefits of cyber security, Creation of Tables in HTML.

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Text Books

1. Web Design with HTML and CSS by “Prem Kumar”
2. Artificial Intelligence by “Saroj Kauhik”
3. Sunit Belapure Nina Godbole, CyberSecurity, 1st edition, Wiley.

Reference Books

1. Thomas A. Johnson, CyberSecurity, 1st edition, CNC Press.

Online Learning Materials

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|--|------------------------------|
| 1. https://onlinecourses.nptel.ac.in/noc24_cs121/preview | Accessed on January 14, 2025 |
| 2. https://onlinecourses.nptel.ac.in/noc22_cs53/preview | Accessed on January 14, 2025 |
| 3. https://onlinecourses.swayam2.ac.in/aic20_sp11/preview | Accessed on January 14, 2025 |

Supplementary SWAYAM Course

Sr. No.	Course Name	Instructor	Host Institute	URL
1	An Introduction to Artificial Intelligence	By Prof. Mausam	IIT Delhi	https://onlinecourses.nptel.ac.in/noc22_cs56/preview

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Course Code: BBA112

Course Title: Media Literacy and Critical Thinking

Programme: BBA	L: 1 T: 1 P: 0	Credits: 2
Semester: 2	Theory/Practical: Theory	Teaching Hours: 15(L)+15(T)= 30 hrs
Total Max. Marks: 100	Continuous Assessment (CA) Marks: 40	End Semester Examination (ESE) Marks: 60
Minimum Percentage of Numerical / Design / Programming Problems in ESE: NIL		
Duration of End Semester Examination (ESE): 3 hours		
Course Type: Core Course		

Prerequisites (if any): NIL

Additional Material Allowed in ESE: Nil

On completion of the course, the student will have the ability to:

CO#	Course Outcomes
1	Understand the basic concepts of Media literacy and media content
2	Understand fundamentals of critical thinking
3	Develop understanding about media evaluation, advertising and digital literacy
4	Study the concept of media production and associated ethical issues
5	Study the emerging trends in media literacy

Contents

Part-A

Unit –I

4 (L) hrs

Introduction to Media Literacy: Understanding Media Literacy: Definition and importance, Media Influence and Society: Role of media in shaping public opinion, culture and democracy. Media in the Indian Context: Evolution of Indian media, Major Indian media outlets and their influence. Analyzing Media Content: Techniques for deconstructing media messages.

Unit-II

4 (L) hrs

Media Analysis and Evaluation: Media Ownership and Control: Structure of media ownership in India, Influence of ownership on media content. News Media and Journalism: Principles of ethical journalism, evaluating news sources for credibility

Part-B

Unit-III

3 (L) hrs

Advertising and Commercial Media: Techniques used in advertising, Influence of advertising on consumer behavior. Social Media and Digital Literacy: Role of social media in contemporary media landscape, evaluating information on social media platform.

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Unit-IV

4 (L) hrs

Media Production and Participation: Basics of Media Production: Introduction to media production processes, Understanding different media formats (print, broadcast, digital), Ethical and Legal Aspects of Media: Ethical issues in media production and consumption, Overview of media laws and regulations in India. Future Trends in Media: Emerging technologies in media, Future of media in India.

Tutorial hours will be used for practice sessions for design/numerical problems/programming/case-studies etc.

Text Books

1. Debashis Guha, "Critical Thinking: An Indian Perspective", 3rd Edition, Tata McGraw Hill, 2003.
2. Vanita Kohli-Khandekar, "Indian Media Business" , 3rd Edition, PHI, 1995.

Reference Books

1. Art Silverblatt, "Media Literacy: Key to Interpreting Media Messages", 4th Edition, Pearson, 2015.
2. Pernisco, Nick "Media literacy ; An essential guide to the critical thinking skills for our digital world", New York Understand Media, 2021, 3rd Edition.

Online Learning Materials

1. <https://www.thinkinghabitats.com/blog/the-importance-of-critical-thinking-for-news-media-literacy>
Accessed on 26/11/2024
2. <https://dlhsblropac.koha.manipal.edu/cgi-bin/koha/opac-detail.pl?biblionumber> Accessed on
Accessed on 27/11/ 2024

Supplementary SWAYAM Course

Sr. No.	Course Name	Instructor	Host Institute	URL
1	Digital Media Literacy	Prof. K S Arul Selvan	IGNOU	https://onlinecourses.swayam2.ac.in/nou24_ge43/preview

Guru Nanak Dev Engineering College, Ludhiana
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Bachelor of Business Administration (BBA)
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Course Code: BBA113
Course Title: Indian Constitution

Programme: BBA	L: 2 T: 0 P: 0	Credits: 2
Semester: 2	Theory/Practical: Theory	Teaching Hours: 30(L) = 30 hrs
Total Max. Marks: 100	Continuous Assessment (CA) Marks: 40	End Semester Examination (ESE) Marks: 60
Minimum Percentage of Numerical / Design / Programming Problems in ESE: Nil		
Duration of End Semester Examination (ESE): 3 hours		
Course Type: Core Course		

Prerequisites (if any): NIL

Additional Material Allowed in ESE:

On completion of the course, the student will have the ability to:

CO#	Course Outcomes
1	Acquaint the students with legacies of constitutional development in India and help those to understand the most diversified legal document of India and Philosophy behind it.
2	Explain the Preamble & Directive principles of State Policy.
3	Recognize the students Fundamental Rights and duties
4	Describe the structure of the Union Government and outline the role of President, Vice President, Prime Minister and Council of Ministers.
5	Describe the structure of State Government and analyze the role of Governor and Chief Minister, Election Commissioner, NHRC.

Contents

Part-A

Unit –I

8(L) hrs

Historical Background- Constituent Assembly of India- Philosophical foundations of the Indian Constitution- Salient features and nature of the constitution – Preamble - Directive Principles of State Policy – Citizenship- Constitutional Remedies for citizens.

Unit-II

7(L) hrs

Fundamental Rights: Introduction & its scheme, Right to Equality (Art.14), Right to Fundamental Freedoms (Art. 19), Right to Life (Art. 21), Directive Principles of State Policy: importance and implementation, Fundamental Duties and its legal status.

Part-B

Unit-III

8(L) hrs

Union Government and its Administration Structure: President and Vice President: Role, power and position, PM and Council of ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha, The Supreme Court and High Court: Powers and Functions.

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Unit-IV

7(L)hrs

State Government and its Administration: Governor - Role and Position - CM and Council of ministers, Relation between the Union and the States. Elections-Election Commission of India, National Human Rights Commission, National Commission for Women.

Text Books

3. Durga Dass "Introduction to The Constitution of India", 26st Edition, Hall of India Pvt.Ltd.
4. Subash Kashyap "Our Constitution", 27th Edition, 2024, Lexis Nexis
5. J.N. Pandey, Constitutional Law of India, Central Edition, 52nd Edition, 2015

Reference Books

4. D.C. Gupta, "Indian Government and Politics", 8th Edition Vikas Publishing, 2018.
5. H.M. Seervai, "Constitutional Law of India", 4th Edition, Law & Justice Publishing, 2021
6. V.N. Shukla, Constitution of India, Eastern Book Company, 10th Edition, 2006

Online Learning Materials

1. https://mrcet.com/downloads/digital_notes/EEE/24082023/INDIAN%20CONSTITUTION%20%20DIGITAL%20NOTES.pdf Accessed on July 23, 2024
2. https://www.kpscvaani.com/media/study_materials/Indian%20Constitution/Indian%20Constitution/Indian_Constitution_r8nYyhV.pdf Accessed on July 25, 2024

Supplementary SWAYAM Course

Sr. No.	Course Name	Instructor	Host Institute	URL
1	Constitutional Studies	Prof. Sudhir Krishnaswami	National Law School of India University	https://onlinecourses.nptel.ac.in/noc20_lw03/preview

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Bachelor of Business Administration (BBA)
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Course Code: BBA114
Course Title: Business Communication-II

Programme: BBA	L: 1 T: 1 P: 0	Credits: 2
Semester: 2	Theory/Practical: Theory	Teaching Hours: 15(L) +15(T) = 30 hrs.
Total Max. Marks: 100	Continuous Assessment (CA) Marks: 40	End Semester Examination (ESE) Marks: 60
Minimum Percentage of Numerical / Design / Programming Problems in ESE: NIL		
Duration of End Semester Examination (ESE): 3 hours		
Course Type: Core Course		

Prerequisites (if any): BBA102

Additional Material Allowed in ESE: NIL

On completion of the course, the student will have the ability to:

CO#	Course Outcomes
1	Deliver a structured public talk.
2	Engage professionally in group communication especially in group discussions and Group meetings.
3	Produce effectively different forms of business writing.
4	Express in structured and coherent manner in written form.
5	Compose resume and perform satisfactorily in job interviews.

Contents

Part-A

Unit –I

7(L)hrs

Presentation Skills: Principles of effective power-point presentation-planning, preparation & delivery, Outlining and structuring, role of nonverbal communication, usage of visual aids in presentation, Activity: Practice of presentation skills.

Unit-II

8(L)hrs

Group Communication: Nature, importance and steps in conducting group discussion. Various functions of participants in a group discussion, group discussion strategies, component of evaluation in a selection GD, use of body language in group discussion. Group discussion based on topics and case studies

Group Meeting: Need and importance of meeting in an organizational environment, conduct of meeting, role of chairperson and secretary, preparation of agenda and minutes. Activity: conducting group discussion and meeting sessions

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Part-B

Unit-III

8(L)hrs.

Business Correspondence: Business Letters: Inquiry letter, order placement letter, complaint letter, claims and adjustment letters, collection letter, sales letter.

Reports: Types of reports, structure of a formal report, writing a formal business report. Activity: Writing sessions for practicing letter and report writing.

Unit-IV

7(L) hrs.

Employment Communication: Job application letter and preparation of resume.

Interview Skills: Preparing for a selection Interview, interview process, answering techniques, preparing frequently asked questions.

Tutorial hours will be used for practice sessions for design/numerical problems/programming/case-studies etc.

Text Books

1. M. Ashraf Rizvi, "Effective Technical Communication", 2nd edition McGraw Hill.
2. M. Raman and S. Sharma, "Technical Communication–Principles and Practices", 3rd Edition, Oxford University Press, 2015.
3. Ashley A, "A Handbook Of Commercial Correspondence", 2nd edition, Oxford University Press, 1992.

Reference Books

1. Bahl, J.C. and Nagamia, S.M, "Modern Business Correspondence and Minute Writing", 11th edition, Tripathi pvt ltd, 1974.
2. Balan, K.R. and Rayudu C.S., "Effective Communication", 1st edition, Beacon Books, New Delhi, 1996.

Online Learning Materials

1. <https://www.bradford.ac.uk/careers/develop-skills/communication>
Accessed on January 23, 2025
2. <https://srcrevr.ac.in/admin/uploads/2894Chapter-1%20Business%20Correspondance.pdf>
Accessed on January 23, 2025