

Schemes and Syllabus

(For academic session 2021-22)

Bachelor of Business Administration

IEC School of Commerce & Management



Atal Shiksha Nagar (Kallujhanda), P.O.

Mandhala, Village- Nanakpura,

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Program Outcomes, Program Specific Outcomes and Program Educational Objectives

Program Outcomes

PO1: Professional Knowledge: Enable young learners develop a business sense and sensitize them to the degree Bachelor of Business Administration.

PO2: Research/Project Orientation: Clarify and deepen the understanding of existing concepts & enhance academic & industrial research.

PO3: Entrepreneurship Capability: Develop in students understanding of skill required in a Business

PO4: Conformist: The Program will develop the compliance, identification and internalization of students and this behavioural change in response to real or group pressure.

PO5: Critical Thinking Mindset: This course will help in refining ideas constricting theories and reflect on the knowledge and information about Business.

PO6: Leadership and Teamwork: The Program will enable the students to work in team Leadership and Teamwork quality will be enhanced.

PO7: Professional Ethics: Students will be able to learn the human values and ethics of the economy and society.

PO8: Professional Empowerment: This course explains how the student as employees, they are given information, resources, and opportunity at the same time as being held responsible for their job outcomes, then they will be more productive and have higher jobsatisfaction.

PO9: Communication: The reading skills of the students will be addressed through the text book; The writing skills will be augmented through practice in class for business correspondence and Vocabulary and contextual word usage will be supplemented through the study material provided.

PO10: Social Responsibility and Environmental Conservation: The purpose of this course is also the responsibility of an organization for the impacts of its decisions and activities on society and the environment, resulting in ethical behaviour and transparency which contributes to sustainable development, including the health and well-being of society takes into account the expectations of stakeholders.

PO11: Modern Analytical Knowledge: These analytical skills will help students visualize a problem, organize it sole it and generate new ideas

PO12: Life Long Skills: These skills will help in finding new ways of thinking and problem solving develop values, motivate healthy behavior and increase self-confidence.

Program Specific Outcomes

PSO1: To increase Knowledge enhancement in the field of Business Administration.

PSO2: To increase Communication, Leadership and Teamwork quality in the Business.

PSO3: To increase Critical Thinking Mindset in the of Business and Professional Ethics values in the of Business.

PSO4: To be able to conduct, analyze, Analyses and research in context of BusinessAdministration and Accountancy.

Program Educational Objectives

PEO1: To provide knowledge regarding the basic concepts, principles and functions of management and also develop business and entrepreneurial aptitude among the students.

PEO2: To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.

PEO3: To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.

SECTION 2

Semester wise Scheme

SEMESTER I

Course Code	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
BBA-101	Micro Economics	4	0	0	4	0	60	40	100
BBA-102	Principles of Management	3	1	0	4	0	60	40	100
BBA-103	Fundamental of Accounting	4	1	0	5	0	60	40	100
ENG-101	Professional Communication	3	0	0	3	0	45	30	75
BBA-104	Fundamentals of Computer & PC Software	3	0	0	3	0	45	30	75
BBA-105	Mathematics-I	4	1	0	4	0	60	40	100
BBA-106	Environmental Sciences & Technology*	3	0	0	3	-	60	40	100
ENG-101P	Professional Communication Lab	0	0	2	0	15	15	10	25
BBA-104 P	Fundamentals of Computer & PC Software	0	0	2	0	15	15	10	25
Total		24	3	4	27	30	420	280	700

SEMESTER II

CourseCode	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
BBA-201	Macro Economics	4	0	0	4	0	60	40	100
BBA-202	Business Organization	3	1	0	4	0	60	40	100
BBA-203	Analysis of Financial Statements	4	1	0	5	0	45	40	100
ENG-201	Oral & Written Communication	3	0	0	3	0	60	30	75
BBA-204	Basics of Human Resource Management	4	1	0	5	0	60	40	100
BBA-205	Business Statistics	4	1	0	5	0	60	40	100
BBA-206	Comprehensive Viva*	0	0	0	-	-	0	50	50
ENG-201P	Oral & Written Communication Lab	0	0	2	0	15	15	10	25
Total		22	4	2	26	15	360	290	650

SEMESTER III

CourseCode	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
BBA-301	Micro Business Environment	4	0	0	4	0	60	40	100
BBA 302	Mathematics II	4	1	0	5	0	60	40	100
BBA-303	Cost Accountancy	4	1	0	5	0	60	40	100
BBA-304	BusinessRegulatory Framework	4	1	0	5	0	60	40	100
BBA-305	Basics ofMarketing Management	3	1	0	4	0	60	40	100
BBA-306	UnderstandingHuman Behavior	3	1	0	4	0	60	40	100
BBA-391	Seminar*	0	0	0	0	-	-	50	50
Total		22	5	0	27	0	360	290	650

SEMESTER IV

Course Code	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
BBA-401	Macro Business Environment	4	0	0	4	0	60	40	100
BBA-402	Fundamentals of Production &Operations Management	4	1	0	5	0	60	40	100
BBA-403	Management & Financial accounting	4	1	0	5	0	60	40	100
BBA-404	Fundamentals of Management Information System	3	1	0	4	0	60	40	100
BBA-405	Fundamental of Research Methodology	4	1	0	5	0	60	40	100
BBA-406	Total Quality Management	3	1	0	3	0	60	40	100
BBA-407	Comprehensive Viva *	0	0	0	0	-	-	50	50
Total		22	5	0	27	0	360	290	650

SEMESTER V

CourseCode	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
BBA-501	Principle of Retailing	3	1	0	4	0	60	40	100
BBA-502	Export Procedure & Documentation	3	1	0	4	0	60	40	100
BBA-503	Performance Management & appraisal	3	0	0	3	0	60	40	100
BBA-504	Principle of Banking	3	0	0	3	0	60	40	100
BBA-505	Corporate Law	4	0	0	4	0	60	40	100
BBA-506	Training Report	2	0	0	2	-	-	100	100
BBA-591	Seminar & Viva Voce *	0	0	0	0	-	-	50	50
Total		17	4	0	0	0	300	350	650

SEMESTER VI

Course Code	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
BBA-601	Market research & Consumer Behavior	4	1	0	5	0	60	40	100
BBA-602	Principles of Insurance	3	1	0	4	0	60	40	100
BBA-603	Introduction to financial systems	3	1	0	4	0	60	40	100
BBA-604	Entrepreneurship and Small Business Management	2	1	0	3	0	60	40	100
BBA-605	Research report	2	0	0	2	-	-	100	100
BBA-691	Seminar*	0	0	0	0	-	-	50	50
BBA-606	Comprehensive Viva Voce *	0	0	0	0	-	-	50	50
Total		14	4	0	18	0	240	360	600

L – Lecture

T – Tutorial

P – Practical

CH – Contact hour

CP – Credits points

Int. A – Internal assessment

ESE – End-semester exam