



**S.S. Jain Subodh P.G. College, Jaipur**

(affiliated to University of Rajasthan)

## **Course Structure**

### **Three/ Four Year Undergraduate Programme**

#### **Faculty of Commerce**

**Programme Name: Three/ Four Year Bachelor of  
Business Administration (B.B.A.)**

**Subject/Discipline - Bachelor of Business Administration (B.B.A.)**

**(Syllabus as per NEP – 2020 and Choice Based Credit System)**

**Medium of Instruction: Hindi/English  
(w.e.f. Academic Session 2025-2026)**

**Programme Name: – Three/Four Year Bachelor Business Administration (B.B.A.)**

<b>Name of University</b>	<b>University of Rajasthan, Jaipur</b>
<b>Name of Faculty</b>	<b>Commerce</b>
<b>Name of Discipline</b>	<b>Bachelor Business Administration (B.B.A.)</b>
<b>Type of Discipline</b>	<b>Major</b>
<b>List of programs offered as Minor/ Major Discipline</b>	<b>ABST/EAFM/COMPUTERS</b>
<b>Prerequisites</b>	<b>XII Pass</b>
<b>Offered to Non-Collegiate Students</b>	<b>No</b>

S.S Jain Subodh PG College

Department of BBA

Year	Semester	Subject 1 (MAJOR)	Subject 2 (MAJOR)	Subject 3 (MAJOR/MINOR)	MDC	AEC	SEC	VAC	Internship	Research Project	Minimum Credit	Cumulative Credit
	I	Theory & Practice of Management (6)	Business Law (6)	Fundamentals of Accounting (6)	NA	English(2) and Hindi(2)	Computer Fundamentals/ Business Communication Skills(2)	Choice Based (2)			26	
I	II	Strategic Management (6)	Company Law (6)	Business Economics (6)	NA	English(2) and Hindi(2)	Introduction to Cyber Security/ Effective Communication Skills (2)	Choice Based (2)	(4) credits required for exit		26	52(+4)
UG Certificate		Students who opt to exit after completion of the first year and have secured 52 credits will be awarded a UG Certificate if, in addition, they complete one internship of 4 credits during the summer vacation of the first year.										
	III	Indian Management Thought (6)	Marketing Management (6)	IT for Management (6)	English/ History/ Psychology (4)	NA	Disaster Management/ Finance for Everyone (2)	Choice Based (2)			26	
II	IV	Entrepreneurship & Startup Management (6)	Human Resource Management (6)	Research Methodology(6)	English/ History/ Psychology(4)	NA	Environmental Management/ Use of Chemical in Daily Life (2)	Choice Based (2)	(4) credits required for exit		26	52 (+4)
UG Diploma		Students who opt to exit after completion of the second year and have secured 104 credits will be awarded a UG Diploma if, in addition, they complete one internship of 4 credits during the summer vacation of the first/second year.										
	V	Human Resource Development(HR)/Financial Management(FM)/ Advertising and Sales Promotion (MM)(6)	Talent Management(HR)/ Cost Accounting (FM)/ International Business (MM)(6)	Green Management and Sustainability (6)	English/ History/ Psychology(4)	NA	NIL	NIL	Summer Internship Project /Group Project & Presentation (4)		26	
III	VI	Compensation Management (HR)/ Maangement Accounting(FM)/ Retail Management (MM)(6)	Leadership & Team Management (HR)/ Quantitative Techniques( FM)/ Tourism Marketing (MM)(6)	Organizational Behaviour (6)	NIL	NA	Logical and Critical Thinking/ Quantitative Aptitude and Data Interpretation (2)	NIL			20	46
		Students who wish to undergo a three- year UG Program will be awarded UG Degree in the major discipline after successful completion of three years securing 150 credits & satisfying the minimum credit requirement, if, in addition they complete 1 internship of 4 credits during the summer vacation of the first year/ second year/third year.										

### Programme Outcomes (POs):

- **Business Acumen:** Acquire a strong foundation in key business disciplines, including management, finance, marketing, and operations, to effectively manage business activities.
- **Analytical Thinking:** Develop critical thinking and analytical skills to solve complex business problems and make strategic decisions.
- **Communication Skills:** Enhance both written and verbal communication abilities to clearly and effectively convey business ideas and information.
- **Leadership Development:** Cultivate leadership qualities and the ability to lead and manage teams in a variety of business settings.
- **Ethical Responsibility:** Understand and apply ethical principles in business practices, promoting social responsibility and integrity.
- **Global Awareness:** Gain insight into the global business environment, including international trade, cultural differences, and global market trends.
- **Entrepreneurial Mindset:** Foster an entrepreneurial spirit by identifying business opportunities and developing strategies for new ventures.
- **Technological Proficiency:** Develop proficiency in using modern business technologies and information systems to enhance business operations.
- **Adaptability and Innovation:** Learn to adapt to changing business environments and innovate solutions that address emerging business challenges.
- **Strategic Thinking:** Understand and apply strategic management concepts to plan and execute long-term business goals.

### Programme Specific Outcomes (PSOs):

- **Business Strategy Development:** Design and implement effective business strategies that align with organizational goals and market conditions.
- **Financial Management:** Apply principles of financial management to analyze financial data, manage budgets, and make sound financial decisions.
- **Marketing Management:** Develop and execute marketing strategies that effectively promote products and services, leveraging consumer behavior insights.
- **Human Resource Management:** Implement HR practices that attract, develop, and retain talent, ensuring organizational growth and employee satisfaction.
- **Operations Management:** Optimize business operations to improve efficiency, productivity, and quality in product and service delivery.
- **Organizational Behavior Analysis:** Apply knowledge of organizational behavior to improve team dynamics, motivation, and workplace culture.
- **Entrepreneurship and Innovation:** Develop the ability to launch and manage startups, fostering innovation and business growth in entrepreneurial ventures.
- **International Business Acumen:** Understand global business operations, including international trade laws, cross-cultural management, and global supply chains.
- **Business Analytics:** Utilize data analysis tools and techniques to make informed business decisions and drive organizational success.
- **Risk Management:** Identify and manage business risks, developing strategies to mitigate potential threats to the organization.

## SEMESTER-WISE PAPER TITLES WITH DETAILS

Three/Four Year Bachelor of Business Administration (B.B.A.)								
				Bachelor of Business Administration (B.B.A.)	Credits			
S. No.	Level	Semester	Type	Title	L	T	P	Total
1.	5	I	MJR	UGBBA-101-Theory and Practice of Management	6	6	0	6
2.	5	I	MJR	UGBBA-102-Business Law	6	6	0	6
3.	5	I	MJR	UGBBA-103-Fundamental of Accounting	6	6	0	6
4.	5	I	AEC	English	2	2	0	2
5.	5	I	AEC	Hindi	2	2	0	2
6.	5	I	SEC	Computer Fundamentals/ Business Communication Skills	2	2	0	2
7.	5	I	VAC	Anandam-I/ Digital Enhancement/ Understanding Indian Society and Culture/ Nutrition for Health and Fitness/ Geriatric Wellness and Caare/ NCC-I/ Indian Value System/NSS-I/ Financial Literacy/Environmental Studies/ MOOC/Swayam-NPTEL	2	2	0	2
8.	5	II	MJR	UGBBA-201-Strategic Management	6	6	0	6
8.	5	II	MJR	UGBBA-202-Company Law	6	6	0	6
10.	5	II	MJR	UGBBA-203-Business Economics	6	6	0	6
11.	5	I	AEC	English	2	2	0	2
12.	5	I	AEC	Hindi	2	2	0	2
13.	5	I	SEC	Introduction to Cyber Security/ Effective Communication Skills	2	2	0	2
14.	5	I	VAC	Anandam-I/ Digital Enhancement/ Understanding Indian Society and Culture/ Nutrition for Health and Fitness/ Geriatric Wellness and Care/ NCC-II/ Indian Value System/NSS-II/ Financial Literacy/Environmental Studies/ MOOC/Swayam-NPTEL	2	2	0	2
15.	6	III	MJR	UGBBA-301-Indian Management Thought	6	6	0	6

16.	6	III	MJR	UGBBA-302-Marketing Management	6	6	0	6
17.	6	III	MJR	UGBBA-303-IT for Management	6	6	0	6
18.	6	III	MDC	English/ History/Botany/ Psychology	4	4	0	4
19.	6	III	SEC	Disaster Management/ Finance for Everyone	2	2	0	2
20.	6	III	VAC	Anandam-II, Traditional & Modern Medicine Systems for Eveyday Heath Solution/ NSS-III/ NCC-III/ Content Writing/ Cyber Law and Ethics/ Electoral Literacy/ MOOC/ Swayam-NPTEL	2	2	0	2
21.	6	IV	MJR	UGBBA-401-Entrepreneurship & Start up Management	6	6	0	6
22.	6	IV	MJR	UGBBA-402-Human Resource Management	6	6	0	6
23.	6	IV	MJR	UGBBA-403-Research Methodology	6	6	0	6
24.	6	IV	MDC	English/ History/Botany/ Psychology	4	4	0	4
25.	6	IV	SEC	Environmental Management/ Use of Chemicals in Daily Life	2	2	0	2
26.	6	IV	VAC	Anandam-II, Traditional & Modern Medicine Systems for Eveyday Heath Solution/ NSS-IV/ NCC-IV/ Content Writing/ Cyber Law and Ethics/ Electoral Literacy/ MOOC/ Swayam-NPTEL	2	2	0	2
27.	7	V	MJR	UGHRBBA-501-Human Resource Development /UGFMBBA-501-Financial Management/ UGMMBBA-501-Advertising and Sales Promotion	6	6	0	6
28.	7	V	MJR	UGHRBBA-502-Talent Management/ UGFM-BBA-502-Cost Accounting/ UGMMBBA-502-International Business	6	6	0	6
29.	7	V	MJR	UGBBA-503-Green Management and Sustainability	6	6	0	6
30.	7	V	MJR	UGBBA-504-Summer Internship Project	0	6	6	6
31.	7	V	MDC	English/ History/Botany/ Psychology	4	4	0	4
32.	7	VI	MJR	UGHRBBA-601-Compensation Management/ UGFM-BBA-601-Management Accounting/ UGMMBBA-601-Retail Management	6	6	0	6
33.	7	VI	MJR	UGHRBBA-602-Leadership and Team Management/ UGFM-BBA-602-Quantitative Techniques/ UGMMBBA-602-Tourism Marketing	6	6	0	6
34.	7	VI	MJR	UGBBA-603--Organisational Behaviour	6	6	0	6
35.	6	VI	SEC	Logical and Critical Thinking/ Quantitative Aptitude and Data Interpretation	2	2	0	2

**Name of the Programme: Three/ Four Year Bachelor of Business Administration Title of the Course: Theory and Practice of Management**

**Paper Code: UGBBA-101**

**Semester: I**

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
I	UGBBA-101	Theory and Practice of Management	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr		Midterm- 45 Marks	Midterm -18 Marks	
EoSE-3 Hrs		EoSE- 105 Marks	EoSE- 42 Marks	

## **Detailed Syllabus**

### **Objectives of the Course:**

1. To make the students aware of the universality of management and need for formal management education.
2. To enable them to appreciate the evolutionary process of management thought.
3. To introduce them to the various managerial functions and the principles behind practicing them.
4. To acquaint the students with the recent changes in the field of management.

### **Unit I**

Business & Management: Features and Scope of Business, Elementary knowledge of Trade, Industry and Commerce, Types of Industries, Forms of ownership- Sole Trading, Partnership, Company, Cooperatives, Joint sector, Public Enterprises

### **Unit-II**

Concept of management, Nature and Scope of management. Management Functions, An Overview of Functional Areas of Management, Development of Management Thoughts - Classical, Neo-Classical and Contingency Approaches. Principles of Management,

Planning: Nature and components of planning. Types of Plans, Process of Planning, Effective Planning

### **Unit-III**

Decision-making: Process and Techniques of decision-making. Management by Objectives (MBO);

BB Organisation: Definition, Principles of Organisation, Forms of Structure, Formal and Informal

Organisation, Delegation of Authority. Coordination: Principles and Techniques of Coordination, Effective Coordination

#### **Unit-IV**

Direction; Meaning & Principles of Leadership: Function and Theories of Leadership, Leadership Styles. Motivation: Human Needs, Techniques of motivation, Sound motivation system, Theories of motivation (suggested by Maslow, Herzberg, McGregor, and Victor Vroom) Managerial Control: Nature and process of control, Techniques of control elementary knowledge only. Effective control system

#### **Suggested Books and References:**

1. Naulakha R.L., Principles of Management, RBD Publishers
2. Sudha G.S., Business Management, RBSA Publishers
3. Vijay Kumar Kaul: Business Management, Vikas Publishing House, Noida (UP).
4. Koontz and Weinrich--Essentials of Management (Tata McGraw Hill Co.)
5. Newman, Warren & McGill-The process of management (Prentice-Hall of India Pvt, Ltd,)
6. Terry and Franklin --Principles of Management (All India Travellers Booksellers)
7. Joseph.L Massie-Essentials of management (Prentice Hall of India)
8. Stoner, Freeman and Gilbert- -Management (Prentic Hall of India)
9. Robert N. Lussier-M, Lussier--Management Fundamentals (South-Western college Publishing)
10. Dr B.S. Mathur-Principles of Management (National Publishing House, Chaura Rasta, Jaipur)
11. M.J. Mathew-Business Management(Sheelsons, Jaipur) G.S. Sudha--Business Management (RBSA)

#### **Course Learning Outcomes:**

1. Acknowledge the need for formal management education.
2. Acquire skills for becoming effective managers.
3. Acquire ability to apply basic business management principles to solve business and industry related problems.
4. Practice management principles wherever possible and utilize the available resources more productively.

**Name of the Programme: Three/ Four Year Bachelor of Business Administration**

**Title of the Course: Business Law**

**Paper Code: UGBBA-102**

**Semester: I**

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
I	UGBBA-102	Business Law	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr		Midterm- 45 Marks	Midterm -18 Marks	
EoSE-3 Hrs		EoSE- 105 Marks	EoSE- 42 Marks	

### **Detailed Syllabus**

#### **Objectives of the Course:**

1. To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters.
2. To understand the applications of these laws to Theory commercial situations.

#### **Unit I**

Law of contract: Nature of contract, Classifications, Offer and Acceptance, Capacity to contract, Free Consent, Consideration, Legality of object, Agreement declared void, Performance of Contract, Discharge of Contract, Remedies for breach of contract.

#### **Unit-II**

Special Contracts: Indemnity and Guarantee, Bailment and Pledge, Agency.

#### **Unit-III**

Sale of Goods Act: Formation of Contract of sale, Goods and their classification, price conditions & warranties, Passing of property in goods, Performance of contract of sale, Unpaid seller, sale by auction.

#### **Unit-IV**

The Limited Liability Partnership Act, 2008: Salient Features and Nature of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Incorporation Document, Incorporation by Registration, Registered office of LLP and change therein, Change and Rectification of name of LLP, Partners and Designated Partners, Partners and their Relations, Extent and limitation of liability of LLP and Partners, Conversion into LLP.



**Suggested Books and References:**

1. Sharma Pradeep K., Mathew M.J. and Bhatia Leena, Legal Aspects of Business, RBSA Publishers
2. Nolakha R.L, Legal Aspects of Business, R.B.D. Publishing House
3. Kuchal, M.C. and Kuchhal Vivek : Business Laws, Vikas Publishing House, Noida (UP).
4. Singh, Avtar : The Principles of Mercantile Law, Eastern Book Company, Lucknow
5. Desai, T.R. : Contract Act, Sale of Goods Act and Partnership Accounts, S.C. Sarkar & Sons Pvt. Ltd., Kolkata
6. Kapoor, N.D. : Business Law , Sultan Chand & Sons, New Delhi
7. Tulsian P.C., Tulsian Bharat, Tulsian Tushar: Business Laws, S.Chand Publishing.
8. Chandra, P.R. : Business Law, Galgotia, New Delhi
9. The Indian Contract Act, 1872- Bare Act.
10. The Sale of Goods Act, 1930- Bare Act.

**Course Learning Outcomes:**

1. Know rights and duties under various legal Acts.
2. Understand consequences of applicability of various laws on business situations.
3. Develop critical thinking through the use of law cases.

**Name of the Programme: Three/ Four Year Bachelor of Business Administration**

**Title of the Course: Fundamentals of Accounting**

**Paper Code: UGBBA-103**

**Semester: I**

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
I	UGBBA-103	Fundamentals of Accounting	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Minor	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr		Midterm- 45 Marks	Midterm -18 Marks	
EoSE-3 Hrs		EoSE- 105 Marks	EoSE- 42 Marks	

### **Detailed Syllabus**

#### **Objectives of the Course:**

1. To impart Conceptual Knowledge of Accounting.
2. To provide knowledge and understanding of financial statements of a business.
3. To prepare profit and loss account and balance sheet.

#### **UNIT I**

Meaning and definition of Accounting and Book Keeping, Accounting Process, Objective, Users, Limitations and Basic Terminology of Accounting. Accounting Concepts, Conventions and Equation. Generally Accepted Accounting Principles. Indian Accounting standards and IFRS.

#### **UNIT II**

Accounting equations, Types of accounts, Rules of Debit and Credit. Recording transactions in Journal and Subsidiary books: Purchase Book, Purchase Return Book, Sales Book, Sales Return Book and Cash Book. Preparation of Ledger Accounts. Preparation of Trial Balance.

#### **UNIT III**

Depreciation Accounting: meaning, features, need and methods of Charging Depreciation, Provisions and Reserves, Difference between Provisions and Reserves. Bank Reconciliation Statement: Need and Preparation of Bank Reconciliation Statement. Errors and their Rectification.

## **UNIT IV**

Preparation of Financial Statements: Preparing Trading Account, Profit and Loss Account and Balance Sheet with adjustments for a Sole Proprietor. Preparation of Accounts of Non-Profit Organization: Preparing Receipt and Payment Account, Income and Expenditure Account and Balance Sheet.

### **Suggested Books and References:**

1. Sharma, Shah, Mangal, Agarwal: Financial Accounting, RBD, Jaipur.
2. Jain, Khandelwal, Pareek, Fundamentals of Accounting, RBD Publishing, Jaipur.
3. Agrawal, Sharma, Purohit, Sharma: Financial Accounting, Shivam Book House, Jaipur.
4. Tulsian: Financial Accounting: Sultan Chand & Sons, New Delhi.
5. Maheshwari S.N.: Financial Accounting, Vikas Publishing House Pvt. Ltd, New Delhi.
6. Monga J.R.: Financial Accounting, Mayur Paper Book, New Delhi.

### **Course Learning Outcomes:**

1. Understanding of the Basic Concepts and Process of Accounting.
2. Ability to Prepare Journal, Subsidiary Books, Ledger and Trial Balance of a Business.
3. Ability to Prepare Trading, Profit and Loss Account and Balance Sheet.

**Name of the Programme: Three/ Four Year Bachelor of Business Administration**

**Title of the Course: Strategic Management**

**Paper Code: UGBBA-201**

**Semester: II**

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
II	UGBBA-201	Strategic Management	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr		Midterm- 45 Marks	Midterm -18 Marks	
EoSE-3 Hrs		EoSE- 105 Marks	EoSE- 42 Marks	

## **Detailed Syllabus**

### **Objectives of the Course:**

1. To integrate and apply learning to strategic decision making in organisations.
2. To explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership.

### **UNIT I**

Introduction: Meaning of Strategic: Management, Role of Strategic Management, Process of Strategic Management, Limitations of Strategic Management, Organizational Mission, Vision, Objectives and Goals.

### **UNIT II**

Environmental Scanning: Appraisal of External Environment, Dynamics of Internal Environment, Organizational Capabilities and Appraisal, Core Competence.

### **UNIT III**

Strategy Formulation: Corporate Level Strategy, Business Level Strategy, Functional Level Strategy.  
Strategy Implementation: Aspects of Strategy Implementation, Procedural Implementation, Resource Allocation, Organizational Design and Change, Corporate Culture.

## **UNIT IV**

Strategic Evaluation and Control: Meaning of Strategic Evaluation and Control, Criteria and Techniques of Strategic valuation and Control.

### **Suggested Books and References:**

1. David, F.R. (1997), Cases in Strategic Management, New Jersey : Prentice Hall.
2. Prasad, L.M. (1995), Business Policy & Strategy, New Delhi : Sultan Chand & Sons.
3. Jauch, L.R. & Glueck, W.F. Business Policy and Strategic Management, McGraw- Hill.

**Name of the Programme: Three/ Four Year Bachelor of Business Administration**

**Title of the Course: Company Law**

**Paper Code: UGBBA-202**

**Semester: II**

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
III	UGBBA-202	Company Law	6	6
Level of Course	Type of the Course	Delivery Type of the Course		
Intermediate	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr		Midterm- 45 Marks	Midterm -18 Marks	
EoSE-3 Hrs		EoSE- 105 Marks	EoSE- 42 Marks	

## **Detailed Syllabus**

### **Objectives of the Course:**

The objective of this course is to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013.

**UNIT I:** Background and Salient Features of the Companies Act, 2013. Company and its Characteristics. Types of Companies. Distinction between a company and a partnership. Lifting of Corporate Veil. Formation and Incorporation of company- Promoters and their legal position, pre- incorporation contract and provisional contract, online registration of a company, Certificate of Incorporation. Memorandum of Association, Articles of Association - Doctrine of Constructive Notice and Indoor Management.

**UNIT II:** Prospectus: Meaning and Definition – Contents, Statutory requirements in relation to prospectus. Deemed prospectus, Shelf and Red herring prospectus, Mis-statement in Prospectus: Civil and Criminal Liability.

Company Secretary: Appointment, Role, Position and Qualifications, Secretarial Practices in India  
Allotment of Shares, Forfeiture of shares, and Transfer and Transmission of Securities,

**UNIT III:** Directors: Classification of Director- Women Director, Independent Director, Shareholder Director, Director Identification Number (DIN), Appointment of Director, Qualification and Dis- Qualifications. Legal Position, Powers and Duties, Removal of Director, Loans to Director and Remuneration to Director. Various Committee of the Board of Directors.

Key Managerial Personnel – Managing Director, Whole time Directors, Manager, the Company Secretary, Chief Executive Officer, Resident Director.

**UNIT IV:** Meetings: Statutory Meeting, Annual General Meeting (AGM), Extra- Ordinary Meeting, Class Meeting, Virtual Meeting, Meeting of Stakeholders.

Winding-up of Company: Meaning of winding-up, Dissolution of Company, Conceptual understanding of Winding-up by the Tribunal, Compulsory Winding-up, Members' Voluntary Winding-up, Creditors' Voluntary Winding-up.

**Suggested Books and References:**

1. Avtar Singh, Indian Company Law, Eastern Book Company.
2. Roy & Das, Company Law, Oxford University Press.
3. GK Kapoor & Sanjay Dhamija, Company Law, Bharat Law House.
4. C.R. Datta, Datta on the Company Law; Lexis Nexis, Butterworths Wadhwa, Nagpur.
5. K.C. Garg, R.C. Chawla, Vijay Gupta : Company Law; Kalyani Publishers.
6. Kuchhal M.C., Modern Indian Company Law, Shri Mahavir Book Depot, Delhi.
7. H.K. Saharay, Company Law; Universal Law Publishing Co., Delhi.
8. V.S. Datey, Guide to Tax and Corporate Laws; Taxmann, New Delhi.
9. Shukla S.M., Company Adhinyam evam Sachiviya padhati
10. Mittal and Agarwal : Company Adhinyam Evam Sachiviya Vidhi

**Course learning outcome:**

1. Understand the regulatory aspects and the broader procedural aspects involved in different companies covered in Companies Act.
2. Comprehend the process and legal documents of formation and incorporation of a company.
3. Acquire an understanding of the process and documents for raising capital for the company.
4. Understand the process of company meetings and corporate decision making. Develop an understanding of the winding up process.

**Name of the Programme: Three/ Four Year Bachelor of Business Administration**

**Title of the Course: Business Economics**

**Paper Code: UGBBA-203**

**Semester: II**

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
II	UGBBA-203	Business Economics	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Minor	Lecture,-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr		Midterm- 45 Marks	Midterm -18 Marks	
EoSE-3 Hrs		EoSE- 105 Marks	EoSE- 42 Marks	

## **Detailed Syllabus**

### **Objectives of the Course:**

1. The objective of this course is to acquaint the students with concepts and techniques used in Micro & Macro Economic theory and to enable them to apply this knowledge in Business decision-making.
2. Business economics also aims to help students understand the broader economic environment in which businesses operate, including the macroeconomic factors that affect the overall performance of the economy.

### **UNIT -I**

Business Economics- Meaning, Nature and Scope, Role of Business Economics in Business.

Central problems of the economy. Micro Economics & Macro Economics: Concept & Aim; Scope. Role of Micro and Macro Economic Analysis in Formulation of Business Decisions, Difference and Interdependence of Micro and Macro Economic Analysis. Utility Analysis: Cardinal and Ordinal Approaches, Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility, Consumer's Surplus.

### **UNIT-II**

Indifference Curve-Meaning, Characteristics, Consumer's Equilibrium, Income Effect, Price Effect and Substitution Effect.



Demand Analysis, Law of Demand, Elasticity of demand and its measurement and significance.

Supply and Law of Supply, Elasticity of supply.

Demand Forecasting.

Revenue and Cost Analysis: Revenue Analysis, Relationship between Total Revenue, Marginal Revenue and Average Revenue. Various concepts of cost, short and long run cost curves.

### **UNIT-III**

Production Function – Types of Production functions, Laws of Returns, Law of Variable Proportions, Returns to scale, Isoquant curves, Expansion path.

General Theory of Price Determination. Role of Time Element in Price Determination.

Market Analysis: Price and Output determination under Perfect Competition, Monopoly, Discriminating Monopoly, Imperfect

Competition and Oligopoly: Price Leadership and Kinked Demand Curve.

### **Unit-IV**

Business Cycles-Theories and Phases.

Factor Pricing: Determination of Rent, Wages, Interest and Profit.

Marginal Productivity theory of Distribution.

National Income and its measurement, National Income and Its relationship with Economic welfare.

### **Suggested Books and References:**

1. D.M. Mithani: Fundamentals of business and managerial economics, Himalaya Publishing House.
2. Mote and Paul and Gupta: Managerial Economics, TATA McGraw Hill, New Delhi.
3. Ahuja, H.L.: Managerial Economics, S. Chand & Company Ltd., New Delhi.
4. B.P. Gupta: VyavsayikArthashastra (Hindi), Malik and Company, Jaipur.
5. Agarwal and Agarwal: VyavsayikArthshastra, (Hindi) Ramesh Book Depot., Jaipur.
6. M. D. Agarwal and Som Deo: Business Economics, Ramesh Book Depot, Jaipur.
7. Dwivedi D. N., Managerial Economics, Vikas Publications, Delhi.

### **Course Learning Outcomes:**

1. Business economics courses should encourage students to develop critical thinking skills, including the ability to evaluate economic arguments and theories, identify biases, and make well-reasoned judgments.
2. Overall, the outcome of a course in business economics should be to equip students with the knowledge and skills necessary to make informed decisions in the complex and dynamic business environmen

