

**Jharkhand University of Technology**  
**Ranchi, 834010**



**SCHEME OF INSTRUCTION AND SYLLABUS**

**For BBA Program in**  
**(Effective from 2024-25)**

**DEPARTMENT OF BUSINESS MANAGMENT**

**Detailed Draft Syllabus**  
**Bachelor of Business Management**  
**(II – SEMESTER)**

# **Business Environment**

**Course Code-BBA201**

**Credits: 3**

## **Course Objectives/Course Description**

The course aims to familiarize students with the fundamental concepts of the Indian and global business environment, focusing on the economic, operational, and financial frameworks, with a particular emphasis on their application to business transactions.

## **Course Outcome**

CO1: Understand the functioning of an entity within the business environment.

CO2: Analyze the impact of government policies on the economic environment and industries.

CO3: Acquire essential knowledge to navigate a dynamic and evolving business landscape.

### **Module I: Introduction to the Business Environment** **Weightage (%)**

**20**

Definition and classification of the business environment

- Internal vs. external business environments
- Micro and macro environmental components
- Key factors influencing the business environment: cultural, social, political, economic, legal, demographic, and technological dimensions

### **Module II: The Indian Industrial Environment (20 Hours)** **Weightage (%)**

**30**

- Overview of industrial policies in India prior to 1991
- The New Industrial Policy: Key reforms and implications
- The process of Liberalization, Privatization, and Globalization (LPG) in India
- Disinvestment strategies and their impact
- Key legislation:
  - MRTP Act, 1969
  - Competition Law, 2002
  - Foreign Exchange Regulation Act (FERA) and Foreign Exchange Management Act (FEMA)

### **Module III: Labour Environment**

**Weightage (%)**

25

- Overview of labour legislation in India
- Social security benefits for workers
- Industrial disputes: Causes, preventive measures, and settlement mechanisms
- Role and significance of the International Labour Organisation (ILO)
- Trade unions: Definition, functions, and the Trade Union Act

**Module IV: Economic Planning and Development**

**Weightage (%)**

25

- Planning in India: Needs, objectives, and an overview of Five-Year Plans
- Role and functions of the Planning Commission
- Focus on the 11th Five-Year Plan
- Green and White Revolutions: Achievements, challenges, and failures
- Insights into the Second Green Revolution
- Overview of India's Foreign Trade Policy (2009)
- Development of Export Processing Zones (EPZs), Export Oriented Units (EOUs), Special Economic Zones (SEZs), and trading houses in India

**Text and References**

- Francis Cherunillum, International Environment, Himalaya Publications.
- Bhatia H.L, International Economics, Vikas Publications
- Mishra S.K, and Puri V.K, Indian Economy, Himalaya Publishing House
- Sundharam K.P.M, Money, Banking and International trade, S. Chand & Co. New Delhi
- Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi
- Luthans, Comparative International Management, Tata McGraw-Hill.

# Human Resource Management

**Course Code-BBA202**

**Credits: 3**

## **Course Objectives/Course Description**

**Course Description:** This subject is comprehensive learning on what management is all about and different schools of thoughts on management. It gives a clear understanding of management practices and the various functions of management and also gives away the principles of management developed by eminent management thinkers. The syllabus is structured to provide basic conceptual knowledge on the principles of planning, organizing, staffing, motivation, leadership, controlling and to offer orientation to the recent dynamics of managerial practice.

## **Course Objectives:**

- To develop understanding of conceptual foundations of HRM
- To understand the processes and practices in HR functions
- To explain important labour laws and its implications
- To identify contemporary trends and challenges in the field of HRM
- To assess the application of appropriate HR intervention in conjunction with organization need.

## **Course Outcome**

CO1: To develop understanding of conceptual foundations of HRM

CO2: To understand the processes and practices in HR functions

CO3: To understand important labor laws and its implications

CO4: To assess the application of appropriate HR intervention in conjunction with organization need.

CO5: To identify contemporary trends and challenges in the field of HRM

## **Module I Introduction to Human Resource Management    Weightage (%)**

**15**

- Introduction to Human Resource Management
- Core Concepts and Functions of HRM
- Evolution: Personnel Management vs. Human Resource Management

- Scope and Importance of Human Resource Management
- Roles and Responsibilities of the Human Resource Manager
- Key Elements of Effective HR Policies

**Module II: HRM Processes and Functions**

**Weightage (%)**

**20**

- Recruitment and Selection: Processes, Methods, and Techniques
- Training and Development: Needs Analysis, Design, and Evaluation
- Performance Management: Objectives, Appraisal Methods, and Feedback Mechanisms
- Compensation Management: Pay Structures, Benefits, and Incentives
- Employee Relations and Engagement: Practices to Enhance Employee Commitment

**Module III: Labor Laws and Legal Framework**

**Weightage (%)**

**25**

- Overview of Key Labor Laws
- Employment Contract Law, Minimum Wages Act, Industrial Disputes Act, Equal Employment Opportunity
- Implications of Labor Laws on HR Practices
- Compliance and Legal Obligations for HR Professionals
- Case Studies on Labor Law Applications and Compliance Challenges

**Module IV: HR Interventions and Organizational Needs**

**Weightage (%)**

**20**

- HR Interventions: Concept and Types (CO4)
- Organizational Development (OD) Interventions, Change Management, and Talent Management
- Aligning HR Interventions with Organizational Strategy and Culture

- Evaluating the Impact of HR Interventions on Organizational Performance
- Case Studies on Successful HR Interventions

**Module V: Contemporary Issues and Challenges in HRM**

**Weightage (%)**

**20**

- Emerging Trends in HRM: Technology in HR, HR Analytics, and Digital HRM
- Challenges in Talent Acquisition and Retention
- Diversity, Equity, and Inclusion in the Workplace
- Remote Work and Hybrid Work Models: Implications for HRM
- Future of Work: Gig Economy, Employee Well-being, and Work-Life Balance

**Text & References:**

***Text:***

- Basak, S. P. (2017). Human Resource Management: Text & Cases. New Delhi: Pearson
- Rao, S. (2014). Essentials of Human Resource Management & Industrial Management: Text & Cases. New Delhi: Himalaya Publication.
- Armstrong, M. (2010). Handbook of HRM Practice. USA: Kogan Page.
- Dessler, G. (2010). Human Resource Management. New Delhi: Prentice Hall.
- Robbins, D. A. (2010). Fundamentals of Human Resource Management. New Delhi: Wiley.

# **Business Analytics-1 (Statistics for Business Managers)**

**Course Code-BBA203**

**Credits: 3**

## **Course Objectives/Course Description**

This course aims to equip students with fundamental statistical tools and techniques for effective business decision-making. The focus is on the application of statistical concepts to analyze and interpret data for solving real-world business problems.

## **Course Outcome**

CO1: Understand basic statistical concepts and their relevance to business.

CO2: Develop skills in data collection, organization, and presentation.

CO3: Apply statistical techniques for decision-making in business scenarios.

CO4: Analyze and interpret data using appropriate statistical tools.

### **Module I: Introduction to Business Analytics and Statistics**

**Weightage (%)**

**25**

- Definition and scope of business analytics
- Role of statistics in business decision-making
- Types of data: Qualitative and quantitative
- Scales of measurement: Nominal, ordinal, interval, and ratio
- Descriptive vs. inferential statistics

### **Module II: Data Collection and Presentation**

**Weightage (%)**

**25**

- Methods of data collection: Primary and secondary
- Sampling techniques and sample size determination
- Organizing data: Frequency distribution and tabulation
- Data visualization: Bar graphs, histograms, pie charts, and scatter plots

### **Module III: Descriptive Statistics**

**Weightage (%)**

**25**

- Measures of central tendency: Mean, median, and mode
- Measures of dispersion: Range, variance, and standard deviation

- Skewness and kurtosis: Interpretation and applications
- Measures of position: Percentiles, quartiles, and deciles

#### **Module IV Analytics on Spreadsheets**

**Weightage (%)**

**25**

- Excel Formulae
- Advance Excel (Sum, Sumif, Round) Functions
- Row function (Vlookup, hlookup )
- Column function (Vlookup, hlookup)
- Index & Match Function

# **Fundamentals of Business Accounting**

**Course Code-BBA204**

**Credits: 4**

## **Course Objectives/Course Description**

This course aims to provide students with a comprehensive understanding of accounting concepts and their practical relevance in business. It equips students with the skills to accurately record financial transactions and interpret them effectively. Additionally, the course focuses on developing the ability to analyze and interpret financial statements to support informed decision-making. Emphasis is also placed on utilizing technological tools and applications in accounting to enhance managerial decision-making processes.

## **Course Outcome**

CO1: Develop proficiency in preparing and maintaining books of accounts to support informed decision-making.

CO2: Enable students to interpret and analyze published financial statements to derive meaningful insights.

CO3: Demonstrate competency in using Tally accounting software for processing and managing financial information.

### **Module I: Accounting Introduction**

**Weightage (%)**

**20**

- Exploring the nature, purpose, functions, and significance of accounting
- An overview of the various branches of accounting
- Understanding the concept of the accounting equation with illustrative numerical examples
- Examination of accounting concepts and Generally Accepted Accounting Principles (GAAPs)

### **Module II: Recording of Transactions**

**Weightage (%)**

**25**

- Introduction to the concept of double-entry accounting
- Understanding the accounting cycle and its significance
- Importance, objectives, and preparation of vouchers
- Recording transactions through journal entries
- Concept of ledger and preparation of various ledger accounts in an organization
- Preparation of a trial balance, including numerical illustrations

**Module III: Financial Statements****Weightage (%)****20**

- Preparation of Trading Account, Profit & Loss Account, and Balance Sheet (as per Revised Schedule VI) with necessary adjustments and numerical examples
- Introduction to the analysis of financial statements
- Overview of Cash Flow Statements

**Module IV: Company Accounts****Weightage (%)****20**

- Introduction to shares: Characteristics and types (no numerical)
- Accounting for debentures: Classification and differentiation between debentures and shares
- Numerical on the issuance of debentures for cash and for consideration other than cash
- Issuance of debentures as collateral security

**Module V: Information Technology Applications in Accounting****Weightage (%)****15**

- Understanding the role of Information Technology in accounting
- Introduction, scope, and significance of accounting software packages in organizations
- Exploring the applications of Tally software for preparing and analyzing financial statements
- Managerial implications of Tally analysis for informed decision-making

# Macroeconomics

**Course Code-BBA 205**

**Credits: 4**

## **Course Objectives/Course Description**

The course aims at providing a systematic introduction to mainstream approaches to the study of macroeconomics in the current century. It has been designed in such a way that it stimulates awareness on macroeconomic challenges and policy management in progressive nations. It also aims at developing the ability for objective reasoning about macroeconomic issues.

## **Course Outcome**

CO1: Provide a strong base of macroeconomic principles and concepts relevant in managerial decision making.

CO2: Enable the students to apply the knowledge in managerial decision-making process.

CO3: Enable the students to prescribe policies in the light of changing macroeconomic scenario.

### **Module I: Introduction to Macroeconomics**

**Weightage (%)**

**20**

- Basic macroeconomic concepts (GDP, inflation, unemployment, interest rates)
  - Importance of macroeconomics in managerial decision-making
  - Overview of economic systems and their influence on business
- Basic Problems of an Economy, Capitalism, Socialism and Democracy

### **Module II: Theory of Income and Employment:**

**Weightage (%)**

**25**

- Say's Law of Markets: Analyzing the classical approach to income and employment.
- Consumption Function: Understanding consumer spending behavior and its impact on income levels.
- Investment Multiplier and Accelerator Principle: Examining how investment decisions amplify changes in income and employment.
- Liquidity Preference Theory of Interest: Exploring how preferences for liquidity influence interest rates.
- Liquidity Trap: Assessing scenarios where traditional monetary policy becomes ineffective due to high liquidity preference.

**Module III: Economic Growth and Business Cycles (2 weeks)** **Weightage (%)**

**15**

- Economic growth: determinants and implications
- Business cycles: phases, causes, and management strategies
- Economic growth models (classical and modern approaches)
- Impact of business cycles on firms and industries

**Module IV: Monetary Policy and Central Banking (2 weeks)** **Weightage (%)**

**15**

- Functions of central banks (e.g., Federal Reserve, ECB)
- Tools of monetary policy (interest rates, reserve requirements)
- Effects of monetary policy on businesses and economy
- Transmission mechanisms of monetary policy

**Module V: Macroeconomic Challenges:** **Weightage (%)**

**25**

- **Business Cycles:** Understanding phases of the typical business cycle and their impact on the economy.
- **Inflation:** Definition, types, causes, and effects; exploring methods for inflation control, including the Phillips Curve.
- **Taxation:** Direct and indirect taxes—advantages, disadvantages, and their implications on the economy.
- **Deficit Financing:** Examining deficit financing, its benefits, risks, and the concept of safe limits.

**Text & References:**

1. **Principles of Macroeconomics** – N. Gregory Mankiw
2. **Macroeconomics** – Paul Krugman and Robin Wells
3. **Macroeconomics for Managers** – Michael K. Evans
4. **The Economy: Economics for a Changing World** – The CORE Team (free online resource)

## Business Analytics-I (Statistics for Buss. Managers) Lab

Course Code-BBA 203P

Credits: 2

1. 1. Excel Formulae

Weightage in %

25%

- i. **Basic Operations:** Practice on +, -, \*, /, ^ with business data.
- ii. **AutoSum:** Use =SUM() for total sales, expenses, or marks.
- iii. **Relative & Absolute Referencing:** Understand and apply \$ in cell references.

2. **Advanced Excel Functions:** (Sum, Sumif, Round)

25%

- i. **SUMIF() Function:**  
Calculate total sales for a specific region or salesperson.  
Conditional summation for profit by product category.
- ii. **ROUND(), ROUNDUP(), ROUNDDOWN():**  
Round off sales data or average marks.  
Practical use in financial rounding (e.g., tax, bill amounts).

3. **Row and Column Functions: VLOOKUP, HLOOKUP**

30%

- i. **VLOOKUP()**  
Lookup employee details (salary, department) from a master sheet.  
Retrieve product price based on product ID.
- ii. **HLOOKUP()**  
Fetch quarterly data (sales, growth) from a horizontal dataset.  
Horizontal lookup for grades from score ranges.

4. **Index and Match Function:**

20%

- i. **INDEX() & MATCH() Combo:**  
Find the marks of a student using row and column logic.  
Retrieve sales based on region and month dynamically.  
Compare and contrast INDEX-MATCH vs VLOOKUP (speed and flexibility).

## **Employability & Practitioner Skill Series-I (Emotional Intelligence)**

**Course Code-BBA 206P**

**Credits: 2**

**1. Understanding Emotional Intelligence**

Weightage in %

**25%**

- i. Students complete a standardized EI questionnaire (e.g., Daniel Goleman’s framework).
- ii. Emotional Journaling (1 week)
  - Daily entries tracking emotional triggers, responses, and reflections.
  - Debrief session at the end of the week.

**2. Self-Regulation and Stress Management**

**20%**

- i. Mindfulness and Breathing Exercises
- ii. Role Play: Workplace Triggers
  - Students act out high-stress workplace scenarios (e.g., angry client, project failure).
  - Group feedback on emotional responses and alternative regulation strategies.

**3. Empathy and Social Awareness**

**25%**

- I. Empathy Mapping Exercise
  - Case: “A struggling colleague”
  - Students complete an empathy map (Think-Feel-Say-Do) for the person in the case.
- II. The Listening Game
  - Pairs engage in a conversation where one must listen without interrupting, then summarize.

**4. Relationship Management and Leadership**

**15%**

- i. **Conflict Resolution Role Play**
  - Scenarios: Team disagreement, manager-subordinate issue.
  - Debrief: Techniques used (assertive communication, compromise, win-win)

**5. Workplace Emotional Intelligence Simulation**

**15%**

- I. **Mock Interviews / Appraisal Discussions**
  - EI in job interviews and performance feedback.
  - Peer-assessed based on empathy, clarity, and control.

## **Employability & Practitioner Skill Series-I (Emotional Intelligence) Lab**

**Course Code-BBA 207P**

**Credits: 1**

**1. Introduction to Excel for Statistics**

Weightage in %

**25%**

- I. Navigating the Ribbon, formula bar, and worksheet tabs.
- II. Formatting cells (text, number, date, currency).
- III. Sorting and filtering data.
- IV. Using basic arithmetic operations: +, -, \*, /, ^
- V. Using AutoSum, Average, Count, Min, Max.

**2. Data Entry, Cleaning, and Preparation**

**20%**

- I. Data entry for survey results or business transactions.
- II. Removing duplicates using Remove Duplicates tool.
- III. Using Text to Columns to split data.
- IV. Dealing with missing data (blank cells, NA, etc.).
- V. Data validation (drop-down lists, restricting inputs).

**3. Descriptive Statistics Using Excel**

**30%**

- I. Central Tendency:  
=AVERAGE(), =MEDIAN(), =MODE.SNGL()
- II. Dispersion:  
=VAR.P(), =VAR.S(), =STDEV.P(), =STDEV.S(), =RANGE() (manual)
- III. Position:  
=PERCENTILE.EXC(), =QUARTILE.INC(), =DECILE() (via formulas)

**4. Data Visualization Techniques**

**25%**

**Creating:**

- Bar charts
- Pie charts
- Histograms (from Insert and Data Analysis Toolpak)
- Line charts
- Scatter plots (X-Y charts)