

**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**  
**(I – SEMESTER)**



- 1) Writing business reports, proposals, and executive summaries.
- 2) Drafting meeting agendas and minutes.
- 3) Preparing business plans and case studies.
- 4) Formatting and structuring business documents

**Module IV: Cross Cultural Communication**

**Weightage (%)**

**(15)**

- 1) Cross Cultural Communication: Meaning and Significance
- 2) What is Culture and importance of culture
- 3) Elements of culture
- 4) Characteristics of culture
- 5) Language and Culture
- 6) Culture and Context
- 7) Intercultural Communication in the Professional Context

**Module V: Persuasive Communication**

**Weightage (%)**

**(15)**

- 1) Definition of persuasion
- 2) Language intensity, vividness and offensiveness
- 3) Powerless language and persuasion
- 4) Persuasion strategies: Implicit and explicit conclusions, Quantity vs. Quality of argument, The use of evidence

**Module VI: Professional Etiquettes**

**Weightage (%)**

**(10)**

- 1) Power Dressing & Grooming
- 2) Telephonic Manners/ Voice mail etiquette
- 3) Business Salutation Etiquette
- 4) Dining Etiquette
- 5) Business Card Etiquette

**Module VII: Group Discussion**

**Weightage (%)**

**(10)**

- 1) Definition & Purpose
- 2) Roles of participants in a group discussion
- 3) Do's and Don'ts of group discussion

**Module VIII: Interviews**

**Weightage (%)**

**(10)**

- 1) Preparation for interview
- 2) Appearing in an interview
- 3) Self-Introduction

- 4) Frequently asked questions

**Module IX: Digital Literacy & Social Media**

**Weightage (%)**

**(10)**

- 1) Importance of Digital Literacy
- 2) Netiquette
- 3) E-mail
- 4) Advantages of social media
- 5) Effective ways of using Social Media
- 6) Blogs
- 7) Professional Profile on Web



(25)

- 1) To build on vocabulary for effective and meaningful communication.
- 2) Reading and analyzing business articles, journals, and case studies.
- 3) Comprehension exercises focused on business texts.
- 4) Summarizing and paraphrasing business content.
- 5) Developing critical thinking skills for reading.

**Module IV: Technical Writing**

**Weightage (%)**

(25)

- 1) Writing technical reports, manuals, and guides.
- 2) Preparing project reports and research papers.
- 3) Letters, Notice, Memo, Circular, Agenda & Minutes of meeting
- 4) Data presentation and interpretation (using tables, charts, etc.).

**Module V: Ethics & Communication**

**Weightage (%)**

(10)

- 1) Ethical considerations in business communication.
- 2) Corporate social responsibility (CSR) writing.
- 3) Communication in crisis management and conflict resolution.

# Principles of Management

3-1-0

Credit-4

## **Course Objectives/Course Description**

The dynamic business environment compels managers to perform a challenging role in steering the organizations' success to new heights. This comprehensive introductory course has been designed to provide valuable insights into the functions of modern-day managers. By tracing the historical evolution of management thought, it explores the basic concepts, principles and theories of management. It orients the learners towards basic understanding of managerial functions like planning, organizing, staffing, motivation, communication, controlling and supervision. By focusing on the contemporary challenges faced by organizations in recent years, it enables the proponents to cater to global needs and gather a skill that ensures employability and sustainability in the corporate world.

- To outline the fundamental activities of managers.
- To explain the basic concepts, principles and theories of management.
- To examine the broad functions of management.
- To propose initiatives to address the contemporary social issues and challenges in the field of management.
- To determine ethical workplace practices.

## **Course Outcome**

CO1: Demonstrate understanding of the role of managers in an organization

CO2: Summarize the elementary concepts, principles and theories of management

CO3: Examine the managerial functions having an impact on the organizational effectiveness

CO4: Discuss initiatives to address the contemporary issues and challenges in management

CO5: Assess ethical workplace practices

## **Detailed Syllabus**

### **Module I: Introduction to Management**

**Weightage (%)**

**(15)**

- Overview of Management: Concept, nature, scope, and core functions
- Levels of Management
- Historical Foundations and Evolution of Management Theories: Classical and Neo-Classical perspectives
- Systems Approach to Organization
- Modern Organization Theory

**Module II: Management Planning Process****Weightage (%)****(20)**

- Planning: Definition, objectives, nature, significance, and limitations
- Planning Process and Stages
- Decision Making: Concept, importance, and role in management
- Forecasting: Techniques and Process

**Module III: Organizing****Weightage (%)****(25)**

- Organizing: Concept, objectives, and nature
- Types of Organizational Structures
- Delegation of Authority, Authority and Responsibility
- Centralization vs. Decentralization
- Span of Control

**Module IV: Staffing and Directing****Weightage (%)****(25)**

- Staffing: Meaning, importance, job analysis, workforce planning, recruitment, and selection
- Training and Development
- Directing: Concept, principles, and components
- Leadership and Supervision
- Motivation Theories: Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, McGregor's Theory X & Y, ERG Theory
- Communication: Concept and forms
- Coordination: Concept and types

**Module V: Management Control****Weightage (%)****(15)**

- Control in Management: Concept, principles, process, and techniques
- Relationship Between Planning and Control
- Importance of a Control System
- Control Techniques and Linkages with Planning

References:

Koontz O' Donnel, Essential of Management  
Stoner, Freeman and Gilbert ,Management,  
L.M. Prasad , Principles & practice of Mgmt.  
Burton & Thakur , Management Today

# Microeconomics

3-1-0

Credit-4

## **Course Objectives/Course Description**

This common core course helps students to think in the economic way of establishing a connection between unlimited wants and limited resources available to an individual, firm and the society. It deals with the application of economic analysis in formulation of business decisions. In this context, the course deals with demand, supply, pricing, theory of consumer choice, theories of production and market structures.

## **Course Outcome**

CO1: Illustrate society's trade-offs by using Production Possibility Frontier.

CO2: Explain the effect of shifts in market supply and demand curves on price and quantity produced by firms.

CO3: Explain how consumers maximize total utility within a given income using the utility concepts.

CO4: Examine the effects of negative and positive externalities and examine the real-world externality situations.

CO5: Analyze relationship between different cost and revenue concept related to production process. CO6: Compare the pricing mechanism and output determination under different market conditions.

## **Detailed Syllabus**

### **Module I: Introduction to Microeconomics**

**Weightage (%)**

**(15)**

- Definition and Scope of Microeconomics
- Importance of Microeconomic Concepts in Decision-Making
- Society's Trade-offs and the Production Possibility Frontier
- Opportunity Cost, Efficient Resource Allocation, and Economic Growth

### **Module II: Demand, Supply, and Market Equilibrium**

**Weightage (%)**

**(20)**

- Demand and Supply: Concepts, Determinants, and the Law of Demand and Supply
- Market Equilibrium and Price Determination

- Shifts in Demand and Supply Curves
- Effects of Market Shocks, Elasticity of Demand and Supply, and Adjustment Processes

**Module III: Consumer Behavior and Utility**

**Weightage (%)**

**(15)**

- Utility Theory: Total and Marginal Utility, Law of Diminishing Marginal Utility
- Budget Constraint and Consumer Equilibrium
- Utility Maximization with Indifference Curves and Budget Lines
- Applications of Utility Concepts to Consumer Choices

**Module IV: Production and Cost Analysis**

**Weightage (%)**

**(20)**

- Production Function: Short-run and Long-run Production Functions
- Law of Diminishing Returns, Returns to Scale
- Cost Concepts: Fixed, Variable, Marginal, Average Costs
- Cost Curves and Cost-Minimization in Production

**Module V: Market Structures and Pricing Mechanisms**

**Weightage (%)**

**(20)**

- Overview of Market Structures: Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly
- Pricing and Output Determination in Different Market Structures
- Firm Behavior, Price Mechanisms, and Long-run Equilibrium

**Module VI: Externalities and Market Failure**

**Weightage (%)**

**(10)**

- Market Failure and Its Causes
- Positive and Negative Externalities

- Government Intervention, Public Goods, Common Resources, and Policy Implications
- Case Studies of Real-World Externalities and Possible Solutions

# Marketing Management

3-1-0

Credit-4

**Course Title:** Marketing Management

**Course Objectives:** The Course is designed to meet the following objectives.

- 1) Understand core marketing principles and their relevance to business strategy.
- 2) Analyze consumer behavior and market segmentation to identify target markets.
- 3) Develop marketing mix strategies (4Ps) that align with organizational goals.
- 4) Assess digital marketing trends and their impact on customer engagement.
- 5) Understand ethical, social, and global aspects of marketing.

**Course Outcomes:** Upon successful completion of this course, students will be able to:

CO1: Explain key marketing concepts and their application in various business contexts.

CO2: Conduct market research and consumer analysis to inform strategic decisions.

CO3: Design effective product, price, promotion, and place strategies.

CO4: Evaluate the role of digital and global marketing in business growth.

CO5: Apply ethical principles and socially responsible practices in marketing.

**Detailed Syllabus:**

## **Module I: Introduction to Marketing Management**

**Weightage (%)**

**(25)**

### **1.1 Fundamentals of Marketing:**

- Definition and Scope of Marketing
- Evolution and Importance of Marketing in the Modern Economy
- Core Concepts: Needs, Wants, Demands, and Exchange

### **1.2 Marketing Environment:**

- Internal and External Factors Influencing Marketing Decisions
- Market Orientation and Value Creation
- Analyzing Competitive Advantage

### **1.3 Types of Markets and Marketing Mix:**

- Consumer, Business, Government, and Global Markets
- Introduction to the 4Ps (Product, Price, Place, Promotion)

## **Module II: Consumer Behavior and Market Research**

**Weightage (%)**

**(25)**

### **2.1 Understanding Consumer Behavior:**

- Factors Influencing Consumer Behavior (Cultural, Social, Personal, Psychological)
- The Buyer Decision Process and Consumer Buying Behavior Models
- Organizational vs. Consumer Buying Behavior

### **2.2 Market Research and Analysis:**

- The Role of Market Research in Marketing Decision-Making
- Types of Market Research (Qualitative vs. Quantitative)
- Data Collection Methods: Surveys, Interviews, Focus Groups, Observation
- Analyzing and Interpreting Research Data for Consumer Insights

### **2.3 Market Segmentation, Targeting, and Positioning (STP):**

- Segmentation Strategies: Geographic, Demographic, Psychographic, Behavioral
- Target Market Selection and Positioning Strategies
- Creating and Sustaining a Brand Identity

## **Module III: Marketing Mix Decisions (4Ps)**

**Weightage (%)**

**(25)**

### **3.1 Product Strategy:**

- Product Life Cycle and Product Mix Strategies
- New Product Development Process
- Branding, Packaging, and Labeling

### **3.2 Pricing Strategy:**

- Pricing Objectives and Factors Influencing Pricing Decisions
- Pricing Strategies: Skimming, Penetration, Competitive Pricing, Psychological Pricing
- Role of Costs, Demand, and Market in Pricing

### **3.3 Distribution (Place) Strategy:**

- Role of Distribution Channels in Marketing
- Types of Distribution Channels: Direct and Indirect
- Channel Management and Logistics

### **3.4 Promotion Strategy:**

- Promotional Mix: Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing
- Integrated Marketing Communication (IMC) Strategy
- Role of Digital Media and Content Marketing in Promotion

## **Module IV: Digital and Global Marketing**

**Weightage (%)**

**(15)**

**4.1 Digital Marketing Essentials:**

- Key Digital Marketing Channels: SEO, PPC, Social Media, Email Marketing
- Content Marketing and Influencer Marketing
- Data-Driven Marketing and Analytics for Customer Insights

**4.2 E-commerce and Social Media Marketing:**

- Online Consumer Behavior and Purchase Process
- Impact of Social Media Platforms on Brand Engagement and Loyalty
- Omni-Channel Strategies and E-commerce Trends

**4.3 Global Marketing Strategies:**

- Challenges and Opportunities in Global Marketing
- Cultural Adaptation, Local Market Analysis, and Entry Strategies
- Global Branding and Communication

**Module V: Emerging Trends and Ethical Practices in Marketing**

**Weightage (%)**

**(10)**

**5.1 Contemporary Marketing Trends:**

- Experiential Marketing, Relationship Marketing, and Viral Marketing
- Artificial Intelligence and Machine Learning in Customer Relationship Management (CRM)
- Sustainable Marketing and Green Marketing

**5.2 Marketing Ethics and Social Responsibility:**

- Ethical Issues in Advertising and Promotion
- Socially Responsible Marketing and Cause-Related Marketing
- Consumer Protection Laws and Regulations

**Recommended Textbooks and Resources:**

- 1) Kotler, P., & Keller, K. L. (2021). *Marketing Management*. Pearson.
- 2) Lamb, C. W., Hair, J. F., & McDaniel, C. (2020). *MKTG*. Cengage Learning.
- 3) Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice*. Pearson.
- 4) Jobber, D., & Ellis-Chadwick, F. (2020). *Principles and Practice of Marketing*. McGraw-Hill Education.

# IT Skills for Business Managers

1-0-0

Credit-1

**Course Title:** IT Skills for Business Managers

**Course Objectives:** The Course is designed to meet the following objectives.

- 1) Develop proficiency in using key business software applications.
- 2) Understand and apply data management and analysis skills for business decision-making.
- 3) Utilize internet resources and online tools to enhance business productivity.
- 4) Gain knowledge of IT security practices and ethical issues in IT use.
- 5) Prepare reports and presentations using digital tools for effective communication.

**Course Outcomes:** Upon successful completion of this course, students will be able to:

CO1: Use Microsoft Office and other business software effectively.

CO2: Analyze and visualize business data using spreadsheets and data management tools.

CO3: Create professional presentations and documents tailored for business contexts.

CO4: Understand IT security practices and manage data safely.

CO5: Apply cloud computing and collaborative tools to manage business operations.

**Detailed Syllabus:**

## **Module I: Introduction to IT in Business**

**Weightage (%)**

**(15)**

### **1.1 Basics of Information Technology and Business Applications:**

- Role of IT in modern business management
- Overview of essential IT tools for managers

### **1.2 Computer Fundamentals:**

- Hardware, software, operating systems, and networks
- Introduction to business software applications (Microsoft Office, Google Workspace).

## **Module II: Word Processing and Documentation**

**Weightage (%)**

**(20)**

### **2.1 Microsoft Word for Business:**

- Document creation, formatting, and layout design for business
- Styles, templates, and themes
- Using references, tables, and charts in reports

## **2.2 Document Sharing and Collaboration:**

- Cloud-based document sharing and collaboration tools.
- Version control, document history, and commenting.

## **Module III: Spreadsheets and Data Analysis**

**Weightage (%)**

**(20)**

### **3.1 Introduction to Microsoft Excel and Google Sheets:**

- Spreadsheet basics: formulas, functions, and formatting
- Data entry, management, and sorting/filtering techniques

### **3.2 Data Analysis and Visualization:**

- Using formulas (SUM, AVERAGE, IF, VLOOKUP) for data analysis.
- Creating and interpreting charts (bar, pie, line graphs) for business insights.
- Pivot tables for data summarization and trend analysis.

### **3.3 Business Analytics Basics:**

- Descriptive statistics and data interpretation for decision-making.
- Visualizing business data with dashboards and reports.

## **Module IV: Presentations Skills and Tools**

**Weightage (%)**

**(20)**

### **4.1 Microsoft PowerPoint for Business Presentations**

- Slide design principles, layouts, and visual consistency
- Incorporating multimedia: images, videos, and graphs
- Adding animations and transitions for effective storytelling

### **4.2 Presentation Software and Alternatives**

- Google Slides and other cloud-based presentation tools
- Presentation best practices and common pitfalls
- Tips for delivering impactful business presentations

## **Module V: Internet and Digital Communication Tools**

**Weightage (%)**

**(15)**

### **5.1 Email and Online Communication:**

- Email etiquette, formatting, and scheduling
- Managing inbox and filters for productivity

### **5.2 Cloud Computing and Collaboration:**

- Introduction to cloud storage services (Google Drive, Dropbox, OneDrive)
- Collaboration tools: Microsoft Teams, Slack, Zoom

### **5.3 Online Research and Information Gathering:**

- Conducting business research online

- Using databases, Google Scholar, and credible sources

## **Module VI: IT Security and Ethical use of Technology**

**Weightage (%)**

**(10)**

### **6.1 Data Security and Privacy**

- Data protection principles and best practices
- Password management, encryption, and secure data storage

### **6.2 IT Ethics and Legal Compliance**

- Ethical issues in IT: data privacy, intellectual property, and plagiarism.
- Overview of cyber laws and regulations relevant to business.

### **Recommended Textbooks and Resources:**

- 1) **Shelly, G., & Vermaat, M.** (2020). *Microsoft Office 365: Office Applications*. Cengage Learning.
- 2) **Sinha, P., & Sinha, P.** (2019). *Computer Fundamentals and Applications*. BPB Publications.
- 3) **Parsons, J., & Oja, D.** (2020). *New Perspectives on Microsoft Office 365*. Cengage.
- 4) **Online Tutorials:** Microsoft Office Training, Google Workspace Training.

## Practical-IT Skills for Business Managers

0-0-2

Credit-1

- |   |                       |
|---|-----------------------|
| <b>1. Hands-on practice on MS Office Word:</b>                                      | <b>Weightage in %</b> |
|   | <b>25%</b>            |
| i. Typing using QWERTY key board  |                       |
| ii. Creating new document and saving it.  |                       |
| iii. Formatting, and layout design for business letters                             |                       |
| iv. Styles, templates, and themes   |                       |
| v. Using references, tables, and charts in reports                                  |                       |
| <b>2. Hands-on practice on Spreadsheets and Data Analysis:</b>                      | <b>25%</b>            |
| i. Creating new spread sheet and saving it  |                       |
| ii. Using formulae (SUM, AVERAGE, IF) for data analysis.                            |                       |
| iii. VLookup, Goal Seek and Pivot Tables for data summarisation and trend analysis  |                       |
| iv. Creating and interpreting charts (bar, pie, line graphs) for business insights. |                       |
| <b>3. Hands-on practice on MS Office Power Point Presentation:</b>                  | <b>30%</b>            |
| i. Creating power point presentation and saving it                                  |                       |
| ii. Slide design principles, layouts, and visual consistency                        |                       |
| iii. Incorporating multimedia: images, videos, and graphs                           |                       |
| iv. Adding animations and transitions for effective storytelling                    |                       |
| <b>4. Hands-on practice in Internet and Digital Communication Tools:</b>            | <b>20%</b>            |
| i. Email etiquette, formatting, and scheduling                                      |                       |
| ii. Managing inbox and filters for productivity                                     |                       |

## Practical-Communication Skills

0-0-2

Credit-1

### **1. Listening:**

Weightage in %

**15%**

- vi. Listen to Pre-recorded Tapes
- vii. Reproduce Vocally what has been heard
- viii. Reproduce in Written form
- ix. Summarise the text heard
- x. Suggest Substitution of Words and Sentences
- xi. Answer Questions related to the taped text
- xii. Summarise in Writing

### **2. Speaking:**

**15%**

- i. Introducing English consonant-sounds and vowel-sounds.
- ii. Remedial exercises where necessary
- iii. Knowing Word stress
- iv. Shifting word stress in poly-syllabic words
- v. [ For pronunciation practice read aloud a para or page regularly while others monitor]

### **3. Writing:**

**20%**

- i. Framing sentences
- ii. Letter writing
- iii. Precis writing
- iv. Email drafting

### **4. Vocabulary:**

**10%**

- v. Synonyms. Homonyms. Antonyms and Homophones
- vi. Words often confused, as for example, [Principal – Principle; hear – here; I-me; your-yours; its-it's; comprehensible-comprehensive; complement-compliment]

### **5. Delivering Short Discourses:**

**15%**

- i. About oneself
- ii. Describing a Place, Person, Object
- iii. Describing a Picture, Photo.

### **6. Group Discussions:**

**15%**

- i. Developing skill to initiate a discussion
- ii. Snatching initiative from others
- iii. Creating impact with your points and the way you speak.

### **7. Facing Interviews:**

**10%**

- i. Preparing CVs
- ii. Giving introduction
- iii. Handling objections

## **Audit Course:- Constitution of India**

3-0-0

Credit-0

<b>CO</b>	<b>Course Objectives</b>
CO1	To impart a comprehensive outlook about the nature of the Indian Constitution
CO2	To identify the importance of Fundamental Rights and Fundamental Duties
CO3	To understand the Functioning of Union and State in Indian Federal System.

<b>CO</b>	<b>Course Outcomes</b> At the end of the course the student should be able :
CO1	To Interpret the Basic Concepts of Indian Constitution
CO2	To Evaluate the Fundamental Rights and Fundamental Duties in proper sense
CO3	To Analyse the Indian political system, the powers and functions of the Union and State Governments in detail
CO4	To Learn about the Institutions of Indian Politics
CO5	To Acquire a sense of Democratic System

## Course Content

S. No	Unit title	Course Content	Number of Hours	Skills Developed
1	Unit- I	<p><b>Chapter 1:</b> Framing of the Constitution, Constituent Assembly at Work, the Preamble, Salient Features of the Constitution</p> <p><b>Chapter 2:</b> Citizenship, Fundamental Rights</p>	6	Transferable Skills, Employable Skills
	Unit- II	<p><b>Chapter 3 :</b> Directive Principles of State Policy, Fundamental Duties.</p>	4	
2	Unit-III	<p><b>Chapter 4 :</b> Union Legislatures: Rajya Sabha and Lok Sabha : Composition, Powers and Functions</p> <p><b>Chapter 5 :</b> State Legislatures: Vidhana Sabha and Vidhana Parishad - Composition, Powers and Functions.</p>	6	Analytical Skills
	Unit- IV	<p><b>Chapter 6 :</b> Union Executive: President and Vice-President – Elections, Powers and Functions; Prime Minister and Council of Ministers – Powers and Functions.</p>	4	
3	Unit-V	<p><b>Chapter 7:</b> State Executive: Governor, Chief Minister and Council of Ministers – Powers and Functions.</p> <p><b>Chapter 8:</b> Judiciary: Supreme Court– Composition, Jurisdiction and Functions;</p> <p><b>Chapter 9:</b> Judiciary: High Courts – Composition, Jurisdiction and Functions, Judicial Review, Public Interest Litigation.</p>	10	Evaluation and Synthesis, Research Skills, Analytical Skills

## Books for Reference:

1. Basu, D.D., *Introduction to the Constitution of India*, New Delhi: Lexis Nexis Publishers, 2015.
2. Fadia. B.L., Kuldeep Fadia, *Indian Government and Politics*, New Delhi: Sahitya Bhavan, 2017.
3. Ghosh, Peu, *Indian Government and Politics*, New Delhi: Prentice Hall of India Learning, 2017.
4. Chakrabarty, Bidyut, *Indian Government and Politics*, New Delhi: Sage Publishing, 2008.
5. M. V. Pylee, *India's Constitution*, New Delhi; S. Chand Pub., 2017 (16th edn.)
6. J.N. Pandey, *The Constitutional Law of India*, Allahabad; Central Law Agency, 2018 (55th edn.)

## Web Resources:

1. [https://www.youtube.com/watch?v=AHBepuq\\_e1Q&list=RDCMUCh1WUiQDml4jWqBlvHBoGcQ&start\\_radio=1&t=14](https://www.youtube.com/watch?v=AHBepuq_e1Q&list=RDCMUCh1WUiQDml4jWqBlvHBoGcQ&start_radio=1&t=14)
2. [https://onlinecourses.swayam2.ac.in/cec20\\_hs38/preview](https://onlinecourses.swayam2.ac.in/cec20_hs38/preview)
3. [https://www.youtube.com/watch?v=2hYCVavYHLk&list=PL\\_K2YMRA5WJ3KpnC6PSLN7f\\_BYw749xf](https://www.youtube.com/watch?v=2hYCVavYHLk&list=PL_K2YMRA5WJ3KpnC6PSLN7f_BYw749xf)
4. *Constitution of India (Full Text)*, India. Gov. in., National Portal of India, [https://www.india.gov.in/sites/upload\\_files/npi/files/coi\\_part\\_full.pdf](https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf)