

**Detailed Program**  
**Bachelor of Business Administration**  
**(BBA)**

**Finance, Marketing, Human Resource  
Management, Foreign Trade & Digital  
Marketing**

**Semester- II**  
**(2022-2025)**

DOC202206080046



**RNB GLOBAL UNIVERSITY**

RNB Global City, Ganganagar Road,  
Bikaner, Rajasthan 334601

## **OVERVIEW**

RNB Global University follows Semester System along with Choice Based Credit System as per the latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December) and Even (January-June)**. Besides this, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for BBA program for (January-June) Even Semester, 2023 along with examination pattern is as follows:

### **Course Scheme**

#### **Semester - II**

| S. No.       | Course Code | Course Name                                             | L         | T        | P        | Credits   |
|--------------|-------------|---------------------------------------------------------|-----------|----------|----------|-----------|
| 1.           | 11009500    | Principles of Macro Economics                           | 3         | 1        | 0        | 4         |
| 2.           | 11009600    | Cost Accounting                                         | 3         | 1        | 0        | 4         |
| 3.           | 11002700    | Business Mathematics and Statistics                     | 3         | 1        | 0        | 4         |
| 4.           | 11011500    | Organizational Behavior                                 | 3         | 1        | 0        | 4         |
| 5.           | 11011600    | Marketing Management                                    | 3         | 1        | 0        | 4         |
| 6.           | 99002200    | Business Communication                                  | 3         | 1        | 0        | 4         |
| 7.           | 11003600    | Ability & Skill Enhancement II                          | 2         | 0        | 0        | 2         |
| 8.           | 99003300    | Workshops/Seminars/Human Values/ Social Service/NCC/NSS | -         | -        | -        | 1         |
| <b>Total</b> |             |                                                         | <b>20</b> | <b>6</b> | <b>0</b> | <b>27</b> |

## **EVALUATION SCHEME**

The evaluation of the BBA program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

### **Internal Assessment**

The distribution of Internal Assessment Marks is as follows:

| Type                                                                               | Details                                         | Marks |
|------------------------------------------------------------------------------------|-------------------------------------------------|-------|
| Mid Term                                                                           | Two Mid-term Sessional of 15 marks each (15+15) | 30    |
| Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc. | Average of marks obtained                       | 15    |
| Attendance                                                                         | 75%+ : 5 marks                                  | 5     |
| <b>TOTAL</b>                                                                       | <b>50</b>                                       |       |

### External Assessment

| Type   | Marks |
|--------|-------|
| Theory | 50    |

### EVALUATION SCHEME- WORKSHOPS & SEMINARS AND HUMAN VALUES & SOCIAL SERVICE/NCC/NSS

1. The evaluation of Workshops & Seminar and Human Values & Social Service/NCC/NSS will be completed from Semester I – Semester VI. It will be evaluated internally by the various Forums & Schools Concerned. The credit for this will be given at the end of each Semester.
2. The students have to join club/clubs/Forums with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester

### CURRICULUM

**Course Name: Principles of Macro Economics**

**Course Code: 11009500**

#### Objectives

- The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy.

- This course aims to introduce the students to the basic concepts of Macroeconomics. Macroeconomics deals with the aggregate economy. This course discusses the preliminary concepts associated with the determination and measurement of aggregate macroeconomic variables.

### **Course Outline**

#### **Unit I: Introduction**

Concepts and variables of macroeconomics, income, expenditure and the circular flow, components of expenditure., Static macroeconomic analysis short and the long run determination of supply, determination of demand, and conditions of equilibrium.

#### **Unit II: Economy in the short run**

IS–LM framework, fiscal and monetary policy, determination of aggregate demand, shifts in aggregate demand, aggregate supply in the short and long run, and aggregate demand–aggregate supply analysis

#### **Unit III: Inflation, Unemployment and Labour market Inflation**

Causes of rising and falling inflation, inflation and interest rates, social costs of inflation; Unemployment – natural rate of unemployment, frictional and wait unemployment. Labour market and its interaction with production system; Phillips curve, the trade off between inflation and unemployment, sacrifice ratio, role of expectations adaptive and rational.

#### **Unit IV: Open Economy**

Flows of goods and capital, saving and investment in a small and a large open economy, exchange rates, Mundell – Fleming model with fixed and flexible prices in a small open economy with fixed and with flexible exchange rates, interest-rate differentials case of a large economy.

#### **Unit V: Behavioural Foundation**

Investment determinants of business fixed investment, effect of tax, determinants of residential investment and inventory investment. Demand for Money, Portfolio and transactions theories of demand for real balances, interest and income elasticities of demand for real balances. Supply of money.

#### **Suggested Readings:**

1. Mankiw, N. Gregory. *Principles of Macroeconomics*. Cengage Learning.
2. Robert J Gordon, *Macroeconomics*, Pearson Education.
3. Branson, William H. *Macroeconomic Theory and Policy*. HarperCollins India Pvt. Ltd.
4. Rudiger Dornbusch and Stanley Fischer, *Macroeconomics*. McGraw-Hill Education.
5. Rudiger Dornbusch, Stanley Fischer, and Richard Startz, *Macroeconomics*. McGraw-Hill Education.
6. Oliver J. Blanchard, *Macroeconomics*, Pearson Education.

7. G. S. Gupta, *Macroeconomics: Theory and Applications*, McGraw-Hill Education Shapiro, *Macroeconomic Analysis*.
8. Paul A Samuelson, William D Nordhaus, and Sudip Chaudhuri, *Macroeconomic*, McGraw-Hill Education.
9. Deepashree, *Macro Economics*, ANE Books Pvt. Ltd. New Delhi.
10. Salvatore, Dominick. *International Economics*. John Wiley & Sons Singapore.

## **Course Name: Cost Accounting**

**Course Code: 11009600**

### **Objectives**

- This course aims to empower students with knowledge and capacities to understand and analyze the cost accounting objectives, methods and techniques.
- The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.
- To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems.

### **Course Outline**

#### **Unit I: Introduction**

Objectives, Importance, Nature, Scope and Advantages of Cost Accounting; Cost Concept; Methods and Techniques of Costing; Installation of Cost Accounting; Difference between Cost, Financial and Management Accounting

#### **Unit II**

Element of Cost, Classification of Cost, Overhead Allocation, Primary Apportionment, Secondary Apportionment .Cost Ascertainment

#### **Unit III: Cost Ascertained**

**Accounting for Material:** Material Purchase Procedure, storage and inventory control; **Accounting for Labor:** Classification, Principles of Labour, Methods of Remuneration, Overtime and incentives; efficiency rating procedures **Accounting for Overhead:** Meaning, Classification, allocation, apportionment and absorption; Accounting of overheads.

#### **Unit IV: Output Costing**

Costing - Preparation of statement of cost and cost sheet (Including Tender Price / Quotation price); Reconciliation of Cost accounting profit and financial accounting profit, Operating Costing.

#### **Unit V: Method of Costing**

Contract and Job Costing; Process Costing, Uniform Costing and Inter-firm Comparison Neo Concepts: Activity Based Costing, Target Costing, Life Cycle Costing.

### **Suggested Readings:**

1. Introduction to Cost Accounting, Charles T. Horngren, PHI, 2005.
2. Cost Accounting, Jawahar Lal & Seema Srivastava, TMH, 4th edition.
3. Cost and Management Accounting, Arora M N, Vikas Publishing, 8<sup>th</sup> edition.
4. Cost Accounting, S.N .Maheshwari, S. Chand Publications, 2008

## **Course Name: Business Mathematics & Statistics**

### **Course Code: 11002700**

### **Objectives**

- Math and statistics allow a manager to take decisions that are data based. The business managers who combine managerial judgment and statistical analysis are more likely to be successful. This is where the importance of this field of study to a business manager lies.
- To understand quantitative methods and statistical tools to business problems which would enable to take decisions and quantify various business plans.
- This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

### **Course Outline**

#### **Unit I: Statistical Data and Descriptive Statistics**

Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications, Positional Averages: Mode and Median (and other partition values including quartiles, deciles, and percentiles) (including graphic determination), Measures of Variation: absolute and relative, Range, quartile deviation, mean, deviation, standard, deviation, and their Coefficients.

#### **Unit II: Simple Correlation and Regression Analysis**

Correlation Analysis: Meaning of Correlation: simple, multiple and partial; linear and non-linear correlation, Scatter diagram, Karl Pearson's coefficient of correlation, calculation & properties (proof not required). Correlation & probable error, Rank Correlation Regression Analysis: Principal of least square & regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients.

#### **Unit III: Matrices and Determinants**

Algebra of matrices, Inverse of a matrix, Matrix Operation – Business Application, Solution of system of linear equations (having unique solution and involving not more than three variables) using matrix inversion Method and Cremer's Rule.

#### **Unit IV: Linear Programming**

Formulation of linear programming problems (LPP) Graphical solution to LPPs, cases of unique and multiple optimal solutions, Solution to LPPs using Simplex method – maximization and minimization case, Identification of Degeneracy, The dual problem: Formulation of the Dual, Primal- Dual Solutions.

#### **Unit V: Probability**

Theory of Probability, Approaches to the calculation of probability, calculation of event probabilities. Addition and multiplication laws of probability (Proof not required), Conditional probability and Bayes' Theorem, Expectation.

#### **Suggested Readings:**

1. Berenson and Levine. *Basic Business Statistics: Concepts and Applications*, Pearson Education.
2. Vohra N. D., *Business Statistics*, McGraw Hill.
3. Gupta, S.P., and Archana Gupta. *Statistical Methods*. Sultan Chand and Sons, New Delhi.
4. Mizrahi and John Sullivan. *Mathematics for Business and Social Sciences*, Wiley and Sons.
5. Wikes, F.M. *Mathematics for Business, Finance and Economics*. Thomson Learning.
6. Prasad, Bindra and P.K. Mittal. *Fundamentals of Business Mathematics*. Har- Anand Publications.
7. Thukral, J.K. *Mathematics for Business Studies*. Mayur Publications.  
Vohra, N.D. *Quantitative Techniques in Management*. Tata McGraw Hill Publishing Company
8. Soni, R.S. *Business Mathematics*. Pitambar Publishing House.
9. Singh J. K. *Business Mathematics*. Himalaya Publishing House.
10. Levin & Rubin, *Statistics for Business*, Prentice Hall of India, New Delhi.
11. Gupta S.P. & Gupta M.P. *Business Statistics*, Sultan Chand & Sons, Delhi.
12. Anderson, *Quantitative Methods in Business*, Thomson Learning, Bombay.
13. Anderson, *Statistics for Business & Economics*, Thomson Learning, Bombay.
14. B. S. Grewal, *Higher Engineering Mathematics*.
15. S.P Gupta, *Operation Research*.

**Course Name: Organizational Behaviour**

**Course Code: 11011500**

#### **Objectives**

- The objective is to help student comprehend perceive and understand dynamic nature of groups. Provide on insight into behavior of individuals in organization and the changing environment of organization.
- The course aims to provide basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels.

- Understand the implications of individual and group behaviour in organizational context.
- Understand the concept of organizational behaviour, the social organization and the diverse environment alongside with the management of groups and teams.

### **Course Outline**

#### **Unit I: The Concept of Organizational Behaviour**

Disciplines Contributing to the Field of Organizational Behaviour, the OB Model, Challenges and Opportunities for OB, Diversity in Organizations.

#### **Unit II: Organizational Culture and Climate**

Managerial Communication, Attitudes and Values, Emotions and mood.

#### **Unit III: Behavioral Dynamics**

Perceptions, Learning, Personality, Motivation, Stress & Stress Management.

**Unit IV: Group Dynamics and Work Teams** Creating Effective Teams, Types of Teams , Stages of Group Development ,Group Think, Group Shift Social Loafing, Group Decision Making Techniques, Power and Politics,

#### **Unit V**

Change Management, Change and Organizational Development, Resistance to Change.

#### **Suggested Readings:**

1. Stephen P Robbins. *Organisational Behaviour*. Prentice Hall International, Inc.
2. Harold Koontz. *Essentials of Management*. 2010: Tata McGraw-Hill Education.
3. Stewart R Clegg. *Organizational Behaviour*. SAGE Handbook.
4. Luthans, *Organizational Behaviour*, 12th edition ,Tata McGraw Hill, 2013.
5. Parikh and Gupta, *Organizational Behaviour*, Tata McGraw Hill, 2010.
6. Mohanty Chitale and Dubey, *Organizational Behaviour: Text and Cases*, PHI Learning, Delhi, 2013.

### **Course Name: Marketing Management**

**Course Code: 11011600**

#### **Objectives**

- This course aims to empower students with knowledge and capacities to understand and analyze Marketing Management, from a corporate and consumer perspective. Lectures are a mix of theory and practical exercises to improve memorization, to increase students' involvement and work capacities and to make lectures more dynamic. The concepts will be discussed through case study discussions and presentations on practical aspects.
- The overall objective of the course is to provide an understanding of the Fundamental concepts of marketing in the modern marketing practices and



develop an insight on the marketing implications that enable students evolve, explore, develop and implement marketing plans.

- The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

## **Course Outline**

### **Unit I: Introduction**

Meaning, Nature and Scope of Marketing, Core Marketing Concepts, Marketing Philosophies, Concept of Marketing Mix, Understanding Marketing Environment, Consumer and Organization Buyer Behaviour, Market Segmentation, Targeting and Positioning.

### **Unit II: Product Planning and Pricing**

Product Concept, Types of Products, Major Product Decisions, Product Life Cycle, New Product Development. Pricing Decisions, Determinants of Pricing, Pricing Process, Policies and Strategies.

### **Unit III: Promotion and Distribution Decisions**

Communication Process, Promotion Tools-Advertising, Personal Selling, Publicity and Sales Promotion, Distribution Channel Decisions-Types and Functions of Intermediaries, Selection and Management of Intermediaries.

### **Unit IV: Emerging Trends and Issues in Marketing**

Consumerism, Rural Marketing, Social Marketing, Direct Marketing, Green Marketing

### **Unit V: Digital Marketing**

Online and Social Media Marketing, Tele marketing, Event Marketing, Viral Marketing, Non-profit Marketing, Industrial Marketing, Marketing Ethics, CRM.

### **Suggested Readings:**

1. Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, *Marketing Management: A South Asian Perspective*, Pearson Education, Delhi. 13<sup>th</sup> Edition, 2009.
2. B. Baines, C. Fill, K. Page, P.K. Sinha, *Marketing – Asian Edition*, Oxford University Press, Delhi, 2013
3. M.J. Etzel, B.J. Walker, W.J. Stanton, A. Pandit, *Marketing*, McGraw Hill, New Delhi. 14<sup>th</sup> Edition, 2010
4. J. Darymple Douglas, & Leonard J. Parsons, *Marketing Management: Text and Cases*. Seventh Edition, John Wiley and Sons, 2002
5. Arun Kumar, N. Meenakshi, *Marketing Management*, Vikas Publishing House, Noida, India, 2<sup>nd</sup> Edition, 2011
6. V.S. Ramaswamy, S. Nama kumari, *Marketing Management – Global Perspective, Indian Context*, Macmillan Publishers India, New Delhi, 4<sup>th</sup> Edition, 2009.

## **Course Name: Business Communication**

**Course Code: 99002200**

### **Objectives**

- To equip students of the BBA course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.
- To provide an overview of the various business communication skills and groom students professionally.

### **Course Outline**

#### **Unit I**

Introduction: Theory of Communication, Types and modes of Communication  
Fundamentals of Communication: Communication defined, Models of Communication, barriers in communication, perception and communication, essentials of good communication.

#### **Unit II**

Language of Communication: Verbal and Non-verbal (Spoken and Written) Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication Modes of human communication: Basic differences in the principal modes of human communication – reading, writing, listening, speaking and non-verbal communication. Spoken communication: Importance of spoken communication, designing receiver-oriented messages, comprehending cultural dimension. Speaking Skills Monologue Dialogue Group Discussion Effective Communication/ Mis-communication Interview Public Speech.

#### **Unit III**

Making Oral presentations: Functions of presentations, defining objective, audience analysis, collection of materials, organization of materials, body language, effective delivery techniques. Written communication: Fundamentals of sentence structure, writing as a process. Reading and Understanding Close Reading Comprehension Summary Paraphrasing Analysis and Interpretation Translation (from Indian language to English and vice-versa) Literary/Knowledge Texts Writing Skills Documenting Report Writing Making notes Letter writing.

#### **Unit IV**

Fundamental of technical writing: Special features of technical writing, the word choice, developing clarity and conciseness, Report writing, Business letters, Applications and resumes. Transactional Analysis: Three human ego states, 4 life positions, different types of transactions.

## **Unit V**

The significance of communication in a business organization: Channels of communication – Downwards, Upwards, Horizontal, Consensus, and Grapevine. Literary discussions: Analysis and discussion of the novel The Funda of Mix-ology and short stories from the books Under the banyan tree and other stories and Popular short stories.

**Laboratory work:** Audio-visual aids for effective communication: The role of technology in communication, the role of audio-visuals, designing transparencies, computer-aided presentation software, Software-aided activities in developing communication skills: Proper pronunciation, Learning to use the correct tense, Business writing, Report writing, Connected speech, Building up vocabulary, Awareness about the common errors in the usage of English, etc. Case studies, group discussions, presentations.

### **Suggested Readings:**

1. Sen, L., Communication Skills. Prentice Hall of India (2004).
2. Dhar, M., The Funda of Mixology: What bartending teaches that IIM does not, Srishti Publications (2008).
3. Narayan, R. K., under the banyan tree and other stories. Penguin Classics. (2007).

## **Course Name: Ability and Skill Enhancement II**

**Course Code: 11003600**

### **Objectives**

- To improve the communication skills of the students with respect to pronunciation. The classes are interactive, and activity based.

### **Course Outline - Final Assessment - Debate/Group Discussion**

#### **Unit I:Phonetics**

Phonetic symbols and the International Phonetic Alphabets (IPA), The Description and Classification of Vowels (Monophthongs & Diphthong) Consonants, Phonetic Transcription & Phonology, Syllable, Stress &Intonations, Reading aloud, recording audio clips.

#### **Unit II: Vocabulary Building**

Idioms and Phrases, Words Often Confused, One word Substitution, Word Formation: Prefix & Suffix.

#### **Unit III: Ethics &Etiquettes**

What are ethics, what are values, difference between ethics and morals, Business ethics, workplace ethics, what are virtues for e.g. civic virtues, etc. Human ethics and values- 5 core human values are: right conduct, living in peace, speaking the truth, loving and care, and helping others.

Etiquette awareness, Importance of First Impression, Personal Appearance & Professional presence, Personal Branding, Dressing Etiquette, Dining Etiquettes.

**Unit IV: Reading & Writing Skills**

Reading Comprehension, News Reading, Picture Description, Paragraph Writing, News Writing.

**Unit V: Listening & Speaking Skills**

Public Speaking, Debate, Inspirational Movie Screening, Skit Performance.

**Note:** The review of syllabus happens on periodic basis for the benefit of the students and in case there are changes in curriculum due to review students would be intimated in writing.

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