



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

**BBA101 FUNDAMENTALS OF MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
BBA101	CC	Fundamentals of Management	60	20	20	-	-	3	-	3		

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

1. This subject is designed to provide a basic understanding to the students with reference to working of business organizations through the process of management.
2. The first part of this course will give a brief understanding of the managerial functions of planning (including decision making) and organizing.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Understand the major functions of management
2. Describe the interrelationship among the various functions of Management
3. Develop a general management perspective
4. Use analytical skills for decision making.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



## Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020 BBA - I SEMESTER (2025-2029)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
<b>BBA101</b>	<b>CC</b>	<b>Fundamentals of Management</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>		<b>-</b>	<b>3</b>	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course  
\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### **COURSE CONTENT**

##### **UNIT I: Nature and Evolution of Management**

1. Meaning, Nature and Concept of Management
2. Functions and Responsibilities of Managers
3. Evolution of Management Thoughts
4. Hawthorne study, Principles of Fayol

##### **UNIT II: Planning**

1. Planning: Nature and Purpose of Planning
2. Planning Process, Types of Planning
3. Advantages and limitations of Planning
4. MBO

##### **UNIT III: Organizing**

1. Nature and Purpose of Organizing
2. Departmentation
3. Span of control
4. Line and Staff Relationship
5. Delegation and Decentralization

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
BBA101	CC	Fundamentals of Management	60	20	20	-	-	3		-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course  
 \*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**UNIT IV: Directing**

1. Meaning and Characteristics of Direction
2. Elements of Direction
3. Principles of effective Direction
4. Direction Process

**UNIT V: Controlling**

1. Concepts and Process of Controlling
2. Controlling Techniques
3. Feedback and Feed Forward Controls
4. Profit and Loss Control
5. Budgetary Control
6. Return on Investment Control

**Suggested Readings**

1. Koontz, H. and Wehrich, H. (2008). *Essentials of Management*. Tata McGraw-Hill Education, India, Latest Edition.
2. Robbins and Coulter (2007). *Management*. Prentice Hall of India, Latest Edition.
3. Frederick S. and Hillier, M. (2008). *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets*. McGraw Hill, India.
4. Wehrich, H. and Koontz, H. (2011). *Management: A Global and Entrepreneurial Perspective*. McGraw-Hill Education, New Delhi, India.
5. Tripathi, P.C. and Reddy, P.N. (2012). *Principles of Management*. Tata McGraw Hill Education, New Delhi, India, Latest Edition.

**Chairperson**  
 Board of Studies  
 Shri Vaishnav Vidyapeeth  
 Vishwavidyalaya, Indore

**Chairperson**  
 Faculty of Studies  
 Shri Vaishnav Vidyapeeth  
 Vishwavidyalaya, Indore

**Controller of Examination**  
 Shri Vaishnav Vidyapeeth  
 Vishwavidyalaya, Indore

**Joint Registrar**  
 Shri Vaishnav Vidyapeeth  
 Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

**BBA102 FUNDAMENTALS OF COMMUNICATION**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
BBA102	AECC	Fundamentals of Communication	60	20	20	-	-	4	-	4		

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; AECC – Ability Enhancement Compulsory Courses

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

The objective of this course is to develop communication skills, discover what business communication is all about and to learn how to adapt communication experiences in life and college to the business world.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. To have proficiency in written and verbal communication.
2. To understand the dynamics of communication and correspondence.
3. To have the ability to recognize and appreciate quality written pieces.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



## Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020 BBA - I SEMESTER (2025-2029)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA102	AECC	Fundamentals of Communication	60	20	20	-	-	4		-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; AECC – Ability Enhancement Compulsory Courses

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### COURSE CONTENT

##### UNIT I: Introduction

1. Defining Communication
2. Process of communication
3. Principles of effective communication
4. Importance of business communication and Importance of feedback
5. Barriers to communication

##### UNIT II: Communication Networks

1. Formal : Upward, Downward, Lateral
2. Informal : Grapevine; Advantages and Disadvantages of the grapevine
3. Verbal Communication
4. Non-Verbal Communication

##### UNIT III: Business Letters and Reports Writing:

1. Introduction to business letter, Types of Business Letters , Writing routine and persuasive letters
2. Writing Reports: Purpose, Kinds and Objectives of reports,
3. Preparing reports, Short and Long reports

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA102	AECC	Fundamentals of Communication	60	20	20	-	-	4	-	4	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; AECC – Ability Enhancement Compulsory Courses

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**UNIT IV: Writing Proposals, Memos, Resumes and Applications**

1. Writing Proposals: Structure and preparation
2. Writing Memos
3. Writing Resumes
4. Application letters

**UNIT V: Employment Communication**

1. Interview skills: Interviewing and being interviewed
2. Group Discussions
3. Presentation Skills

**Suggested Readings**

1. Chaturvedi, P.D. (2004). *Business Communication Concepts Cases and Applications*. Pearson Education, India, Latest Edition.
2. Penrose (2003). *Business Communication for Managers*. Cengage Learning, India, Latest Edition.
3. Krizan (2008). *Effective Business Communication*. Cengage Learning, India, Latest Edition.
4. Courtland, L. (1989). *Techniques of Writing Business Letters, Memos and Reports*. Jaico Publishing House, Latest Edition.
5. Kaul, A. (2015). *Business Communication*. PHI Learning, Latest Edition.
6. Loudon, K.C. and Loudon, J. P. (2013). *Management Information Systems*. Pearson Education Limited, Latest Edition.
7. Jawadekar, W. S. (2009). *Management Information Systems: Text and Cases*. Tata McGraw Hill, Latest Edition.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

**BBA103 INTRODUCTION TO MARKETING**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
BBA103	MAJ/MIN	Introduction to Marketing	60	20	20	-	-	3	-	-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

Marketing is the process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Marketing contributes to the fundamental objectives of Businesses namely survival, profits and growth. This course will empower students with the Marketing skills.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. The overall objective of the course is to provide an understanding of the Fundamental concepts of marketing in the modern marketing practices
2. Develop an insight on the marketing implications that enable students evolve, explore, develop and implement marketing plans.

**COURSE CONTENT**

**UNIT I: Marketing**

1. Meaning – concept, functions, 7P's of Marketing
2. marketing Planning & implementation
3. Marketing Programmes
4. Marketing environment – Micro and Macro.
5. Introduction to Industrial Marketing

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME							CREDITS	
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T		P
<b>BBA103</b>	<b>MAJ/MIN</b>	<b>Introduction to Marketing</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**UNIT II: Product**

1. Meaning
2. Product planning policies
3. Positioning
4. New product development

**UNIT III: Pricing**

1. Pricing objectives
2. Setting and modifying the price
3. Initiating price changes
4. Responding to price changes

**UNIT IV: Promotion**

1. Promotion Mix
2. Advertisement - Message - copy writing - Media strategy
3. Sales promotion
4. Personal selling
5. Publicity

**UNIT V: Physical Distribution**

1. Distribution Mix
2. Managing channel intermediaries
3. Transport and warehousing

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME							CREDITS		
			THEORY			PRACTICAL			L		T	P
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
<b>BBA103</b>	<b>MAJ/MIN</b>	<b>Introduction to Marketing</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Suggested Readings:**

1. Kotler Philip, Keller Kevin Lane, Koshy Abraham, Jha Mithileshwar (2008), *Marketing Management: A South Asian Perspective*, Pearson Prentice Hall, Latest edition
2. Saxena Rajan, (2002) *Marketing Management*, Tata McGraw-Hill Publishing, Latest edition
3. Ramaswamy & Nmakumary (2009), *Marketing Management-Global Perspective- Indian Context*-Mac Millon India Ltd, Latest edition

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

**BBA104 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
<b>BBA104</b>	<b>MAJ/MIN</b>	<b>Introduction to Human Resource Management</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

The objective of the course is to guide students about various elements of Human Resource Management and make them understand the importance of employee engagement and career management.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. To explain the planning and process of HRM
2. To understand the process Performance Management
3. To enlighten students with importance of Employee Engagement and Career Development

**COURSE CONTENT**

**UNIT I: Introduction to Human Resource Management**

1. Introduction, Meaning and Significance of HRM
2. Personnel Management Verses HRM
3. HRM Process
4. Functions and Role of HR Manager

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
<b>BBA104</b>	<b>MAJ/MIN</b>	<b>Introduction to Human Resource Management</b>	<b>60</b>	<b>20</b>	<b>20</b>	-	-	<b>3</b>	-	-	<b>3</b>	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**UNIT II: Job Analysis, Acquisition and Talent Management Process**

1. Human Resource Planning
2. Job Analysis
3. Recruitment and its Sources
4. Process of Selection
5. Placement and Induction

**UNIT III: Training and Development of Human Resource**

1. Training: Definition, Purpose, Need
2. Methods of Training: On Job Training and Off Job Training

**UNIT IV: Compensation Management and Job Evaluation**

1. Compensation: Definition, Components, Factors Affecting Compensation
2. Job Evaluation

**UNIT V: Performance Management**

1. Performance Appraisal : Definition Need, and Techniques
2. Recent trends in Performance Management

**Suggested Readings**

1. Dessler, G. (2016). *Human Resource Management*. Pearsons Education Delhi, Latest Edition.
2. Aswathappa, K (2017). *Human Resource Management*. McGraw Hill Publishing Company, Singapore, Latest Edition.
3. Armstrong, M. (2008). *Handbook of Human Resource Management Practice*. Kogan Page, London, Latest Edition.
4. Storey, J. (2004). *Managing Human Resources: Preparing for the 21st Century*. Beacon Booms, New Delhi, Latest Edition.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

**BBA105 BASICS OF FINANCIAL ACCOUNTING**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
<b>BBA105</b>	<b>MAJ/MIN</b>	<b>Basics of Financial Accounting</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

To implant basic accounting knowledge as applicable to business. Also, to guide students about importance of Financial Accounting.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 24 Marks and consist of three questions, out of which student will be required to attempt any two questions. Section B will comprise of five questions, out of which student will be required to attempt any three cases / problems worth 36 marks.

**Course Outcomes**

1. Understand the major functions of Accounting.
2. Describe Practical Implication of principals of Accounting.
3. Develop a understanding of key features of Accounting
4. Use analytical skills for calculating various problems related to day-to-day finance.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
<b>BBA105</b>	<b>MAJ/MIN</b>	<b>Basics of Financial Accounting</b>	<b>60</b>	<b>20</b>	<b>20</b>	-	-	<b>3</b>	-	-	<b>3</b>	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**COURSE CONTENT**

**UNIT I: Introduction to Accounting**

1. Basics of Accounting
2. Accounting Mechanics
3. Classification
4. Concepts and Conventions
5. Indian Accounting Standards

**UNIT II: Journal and Ledger**

1. Journal: Meaning and Advantages
2. Ledger meaning
3. Posting and Balancing

**UNIT III: Trial Balance**

1. Trial Balance
2. Objectives, defects, locating errors and preparations of TB

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
<b>BBA105</b>	<b>MAJ/MIN</b>	<b>Basics of Financial Accounting</b>	<b>60</b>	<b>20</b>	<b>20</b>	-	-	<b>3</b>	-	-	<b>3</b>

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**UNIT IV: Final Accounts**

1. Trading Account
2. Profit and Loss Account
3. Forms of Balance Sheet
4. Assets and their Classification, Liabilities and their Classification
5. Uses and Limitations
6. Expenditure

**UNIT V: Depreciation**

1. Meaning, Determinant Factors
2. Methods (straight line and diminishing balance) and Significance

**Suggested Readings**

1. Tulsian, P.C.andTulsian, B. (2016). *Financial Accounting*. S Chand Publications.
2. Shukla. S.M. (2019). *Financial Accounting*. SahityaBhawan Publications
3. Rajasekaran, V. and Lalitha, R. (2010). *Financial Accounting*. Pearson Publications
4. Hanif , M. and Mukherjee, A. (2018). *Financial Accounting*. McGraw Hill Publications
5. Arora, M.N.,AchalapathiS. and Brinda, S.(2018). *Financial Accounting*. Taxmann’s
6. Sehgal, D. (2018). *Financial Accounting*. Vikas Publishing House, New Delhi.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

**BBA106 BASICS OF OPERATIONS MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
<b>BBA106</b>	<b>MAJ/MIN</b>	<b>Basics of Operations Management</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

This course is aimed at introducing students with the basic concepts, theories and practices of production and operations functions. It focuses on the problems that frequently confront production/operations managers.

**Examination Scheme**

The internal assessment of the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

After successfully completing the course, a student would be able to appreciate various key functions of managing operations, as well as develop basic skills for major decision areas in Operations Management.

**UNIT I: Introduction**

1. Nature and Scope of Production/Operations Management,
2. POM Relationship with other Systems in the Organisation,
3. Factors that affect System and Concept of Production and Operation Management.
4. Different types of Production/Operation Systems, Role, and Responsibilities of Production/Operations Manager
5. Basic differences between Manufacturing and Service operations

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME							CREDITS	
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T		P
<b>BBA106</b>	<b>MAJ/MIN</b>	<b>Basics of Operations Management</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**UNIT II: Facilities Location**

1. Importance of location decision and needs for it
2. Factors affecting plant Location decision
3. Basic location decision models – Break-Even Method, Factor Rating Method, Weighted Factor Rating Method, Load Distance Method, Centre of Gravity Model
4. Case Study.

**UNIT III: Facilities Layout**

1. Introduction to Production Systems - Job Shop Production, Batch Production, Mass Production, Continuous Production and Flexible Manufacturing System
2. Concept and objectives of layout
3. Principles of Plant Layout
4. Basic classification of Layouts – Process Layout, Product Layout, Layout by Fixed Position, Group Layout/ Cellular Manufacturing
5. Case Study.

**UNIT IV: Material and Inventory Management**

1. An overview of Material Management, Material Planning, and Inventory Control,
2. Concept and fundamentals of Material requirement planning (MRP)
3. Inventory Models(Classical EOQ, Model with Shortages), JIT,
4. Budgeting and Material Planning, Purchase Management,
5. Store Management, Safety Management, Case Study.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME							CREDITS	
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T		P
<b>BBA106</b>	<b>MAJ/MIN</b>	<b>Basics of Operations Management</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**UNIT V: Quality in Prod. & Ops Management**

1. Definition, History of Quality, Quality Management
2. Concepts of Quality Assurance, Acceptance Sampling
3. Statistical Process Control
4. Control Charts: Control Limits, Central Tendency and Dispersion,  $\bar{X}$  chart and r-chart.
5. Total Quality Management, QMS and ISO Standards, Case Study.

**Suggested Readings**

1. Chary, S.N (2012). *Production and Operations Management*. McGraw Hills Education Pvt. Ltd., 5<sup>th</sup> edition
2. Kumar, S. and Suresh, N. (2009). *Operations Management*. New Age International Publishers
3. Ashwathappa, K (2007). *Production and Operation Management*. Himalaya Publishing, Latest edition
4. Paneerselvam, R. (2013). *Production and Operations Management*. PHI Learning Private limited, Latest edition

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

**BBA107 BASICS OF COMPUTER APPLICATION**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
<b>BBA107</b>	<b>MAJ/MIN</b>	<b>Basics of Computer Application</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

The objective of this course is to familiarize the students with basic knowledge of computers. Students should also to understand and appreciate the office automation tools.

**Examination Scheme**

In internal assessment of theoretical aspect, the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 24 Marks and consist of three questions, out of which student will be required to attempt any two questions. Section B will comprise of five questions, out of which student will be required to attempt any three cases / problems worth 36 marks. Similarly, in the Practicals, the viva and practical exam would be conducted for 50 Marks.

**Course Outcomes**

1. Solve a range of problems using office productivity applications, and adapt quickly to new software releases.
2. Students should be able to use social networking sites and design webpages for enhancing effectiveness of business organizations.
3. Investigate emerging technology in shaping new processes, strategies and business models.
4. Achieve hands-on experience with productivity/application software to enhance business activities.
5. Work with simple design and development tasks for the main types of business systems.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



## Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore Shri Vaishnav School of Management

### Choice Based Credit System (CBCS) in Light of NEP-2020 BBA - I SEMESTER (2025-2029)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
<b>BBA107</b>	<b>MAJ/MIN</b>	<b>Basics of Computer Application</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### COURSE CONTENT

##### UNIT I: Introduction to Computers

1. Concept of Computers, Software: Definition and Types of Software, Generation of Computers
2. Technology generations (2g,3g,4g,5g).
3. Operating Systems: Introduction to O.S., Evolution of Operating System, Functions of Operating System, Types of Operating Systems, Windows Operating System, Components of the Windows O.S.
4. Mobile operating system.
5. Overview of Security threats and Vulnerability: Types of attacks on Confidentiality, Integrity and Availability. Vulnerability and Threats & Malware.
6. Computer Applications in various realms of Management.

##### UNIT II: Word Processing

1. Invoking word application and understand the different parts title bar, Menu bar, Toolbar, Scrollbar, Control button, etc, Create a new document - edit, save, close, Page setup (Layout), Text formatting - Selection of Fonts, font size, alignments, line spacing, paragraph alignment, indents & tabs, Creating documents with Multiple columns, Inserting symbols, file, hyperlink, cliparts and pictures into the document, Page formatting - Inserting page numbers, date, time, fields, header and footer, footnote, comments, etc
2. Practicing the utilities like find, replace, goto, spell check, grammar check, thesaurus, wordcount, autotext and autocorrect
3. Creating drawings and charts using drawing toolbar, Creating tables and borders, Creating templates, envelopes & labels, Object Linking and Embedding (OLE), Taking printout of the document, Mail-merging, Exiting Word

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME							CREDITS	
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T		P
<b>BBA107</b>	<b>MAJ/MIN</b>	<b>Basics of Computer Application</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**UNIT III: Presentation**

1. Invoking Powerpoint application and understand - titlebar, Menubar, Toolbar, Scrollbar, control window, etc
2. Creating a presentation using auto context wizard, Design Templates and Blank presentation, Opening, saving, closing a presentation, Working with slides - Inserting pictures, tables, sound files, outline, slide transitions
3. Slide show - manual, auto, Printing handouts
4. Creating Macros and customizing Powerpoint, Exiting Powerpoint

**UNIT IV: Spreadsheet and Charts**

1. Creating an excel book, Understanding the excel sheet, cell, rows & columns, sheet size, navigating the workbook, Entering data - numeric, text and formula
2. Formatting a cell - number, date, time, text, alignment, border, font, pattern, protection, etc., Formatting rows and columns
3. Understand Filling series, selecting cells, rows or columns, clearing contents and formats of the cells selected, creating different types of graphs for given data, formatting charts, dealing with formulas, functions related with text, logical, mathematical, etc
4. Manipulating Data - Sorting, filtering, validation, importing & exporting data
5. Working with windows - Splitting, freezing and setting the print area, printing an excel sheet/part of an excel sheet, Exiting Excel

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
<b>BBA107</b>	<b>MAJ/MIN</b>	<b>Basics of Computer Application</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/Minor Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**UNIT V: DataProcessing**

1. Starting Access and understanding the concept of data, field, record, table and database
2. Creating a database, tables, view, forms, query, report, index, etc
3. Use of wizards to create tables
4. Create a report and take the printout
5. Creating Macros and customizing Access, Exiting Access

**Suggested Readings:**

1. Sinha, P.K., Sinha, P. (1982). *Foundation of Computing*. BPB Publications. Latest Edition.
2. Turban, Rainer and Potter (2004). *Introduction to Information Technology*. John Wiley and sons. Latest Edition.
3. O'Brien, J. (2005). *Introduction to Information Systems*. McGraw Hill. Latest Edition.
4. Bapat, G., Chaudhary B(2016). *Modern operating environment and MS office*. Nirali Publications. Latest Edition.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

**BBA108 INTRODUCTION TO BANKING FINANCIAL SERVICES AND  
INSURANCE (BFSI)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA108	MAJ	Introduction to Banking Financial Services and Insurance (BFSI)	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ- Major Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

The course provides a complete package of Banking Financial Services & Insurance related knowledge so that the students are well equipped with the functional aspects of different financial sectors available in our country.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. To analysis the role and organization structure of Indian banking system
2. To describe the financial services available in economy
3. To understand the basic practices in insurance industry.
4. To understand the principles & products of Life insurance & General insurance
5. To describe the role of major financial industry regulators

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA108	MAJ	Introduction to Banking Financial Services and Insurance (BFSI)	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ - Major Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**COURSE CONTENT**

**UNIT I: Overview of Banking System**

Banking structure in India- RBI, Commercial, Rural and Cooperative banks their role and significance, functions, Role of Monetary policy in shaping Economy

**UNIT II: Banking risks and Recent developments**

Credit, liquidity, market, operation, interest rate solvency, Universal Banking, E-banking, Banking online payment platform, Banking ombudsman scheme.

**UNIT III: Introduction to Financial services**

Meaning and classification of financial services, Depository services & Mutual funds & its types, Credit Rating and Securitization of Debt, Role of SEBI

**UNIT IV: Introduction to Insurance**

Concept and significance of insurance, classification of insurance Life and Non-life, General principles of insurance. Role of IRDA, Recent developments in Insurance industry

**UNIT V: Life Insurance & Non-Life Insurance**

- Life Insurance- Principles, Products- Term insurance Endowment Insurance, Pensions, Group Insurance, Online platform for Insurance policies.
- Non-Life Insurance- Principles, Products- Fire, Marine, Motor vehicles, Online platform for non-insurance policies

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA - I SEMESTER (2025-2029)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
BBA108	MAJ	Introduction to Banking Financial Services and Insurance (BFSI)	60	20	20	-	-	3	-	-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ – Major Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

***Suggested Readings***

1. Bharti Pathak “Indian Financial System”, Pearson Education.
2. M.Y.Khan “Financial Services”, Tata McGraw Hill.
3. SEBI Manual, Taxman.
4. RBI Manual, Taxman.
5. Meir Kohn, Financial Institutions and Markets, Tata McGraw Hill..
6. Machiraju H.R “Indian Financial System”, Vikas Publishing House Pvt. Ltd.
7. L.M.Bhole,”Financial Institutions and Markets”, TMH.
8. Various manuals and guidelines issued by Financial Institutions.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore