

**Himachal Pradesh University**

## **Course Structure**

**BACHELOR IN BUSINESS ADMINISTRATION (BBA)**



**(National Education Policy 2020)**

**Himachal Pradesh University**  
**Undergraduate Curriculum Framework**  
**(As per National Education Policy-2020)**  
**BACHELOR IN BUSINESS ADMINISTRATION (BBA)**  
**(Three- and Four-Year Course)**

**Programme Objectives:**

- To provide students with a strong foundation in key business disciplines, including finance, marketing, management, and operations.
- To equip students with problem-solving, decision-making, and leadership skills to navigate complex business environments.
- To instill ethical business practices, social responsibility, and a global mindset to prepare students for diverse and international markets.
- To bridge theory and practice through hands-on learning, industry exposure, and the integration of modern business technologies.

**Programme Outcomes:**

This program aims to equip industries, banking sectors, insurance companies, financial institutions, transport agencies, retail businesses, warehousing, and other sectors with highly skilled professionals to meet evolving industry demands. Further, after completing the program, graduates will:

- Demonstrate a strong foundation in business principles and effectively apply them to real-world challenges.
- Analyze complex business issues, interpret data, and make strategic decisions to drive organizational success.
- Exhibit leadership, teamwork, and communication skills to collaborate effectively and manage business operations.
- Uphold ethical standards, corporate social responsibility, and adaptability to thrive in diverse and global business environments.
- Utilize digital tools, data analytics, and emerging technologies to enhance business efficiency and competitiveness.

**Program Structure Proposed Scheme of Teaching & Evaluation for BBA Programme**

| <b>Semester-I</b>    |                    |                                                                     |                    |                                            |            |            |                    |                |
|----------------------|--------------------|---------------------------------------------------------------------|--------------------|--------------------------------------------|------------|------------|--------------------|----------------|
| <b>Sr. No.</b>       | <b>Course Code</b> | <b>Title of Courses</b>                                             | <b>Course Type</b> | <b>Teaching Hours per Week (L + T + P)</b> | <b>SEE</b> | <b>CIE</b> | <b>Total Marks</b> | <b>Credits</b> |
| <b>1</b>             | BBA 101            | Business Organisation & Management                                  | <b>DSC -1</b>      | 4+0+0                                      | 70         | 30         | 100                | 4              |
| <b>2</b>             | BBA 102            | Statistics for Business Decisions                                   | <b>DSC- II</b>     | 4+0+0                                      | 70         | 30         | 100                | 4              |
| <b>3</b>             | BBA 103            | Managerial Economics                                                | <b>MC -1</b>       | 4+0+0                                      | 70         | 30         | 100                | 4              |
| <b>4</b>             | BBA 104            | Business Environment                                                | <b>MDC-1</b>       | 3+0+0                                      | 50         | 25         | 75                 | 3              |
| <b>5</b>             | BBA 105            | Personality Development & Communication Skills                      | <b>SEC-1</b>       | 3+0+0                                      | 50         | 25         | 75                 | 3              |
| <b>6</b>             |                    | To be chosen from the basket of language provided by the university | <b>AEC-1</b>       | 2+0+0                                      | 35         | 15         | 50                 | 2              |
| <b>Sub-Total (A)</b> |                    |                                                                     |                    |                                            | 345        | 155        | 500                | 20             |

| <b>Semester-II</b>   |                    |                                                           |                    |                                            |            |            |                    |                |
|----------------------|--------------------|-----------------------------------------------------------|--------------------|--------------------------------------------|------------|------------|--------------------|----------------|
| <b>Sr No.</b>        | <b>Course Code</b> | <b>Title of Courses</b>                                   | <b>Course Type</b> | <b>Teaching Hours per Week (L + T + P)</b> | <b>SEE</b> | <b>CIE</b> | <b>Total Marks</b> | <b>Credits</b> |
| <b>7</b>             | BBA 201            | Business Accounting                                       | <b>DSC -III</b>    | 4+0+0                                      | 70         | 30         | 100                | 4              |
| <b>8</b>             | BBA 202            | Macroeconomics                                            | <b>DSC- IV</b>     | 4+0+0                                      | 70         | 30         | 100                | 4              |
| <b>9</b>             | BBA 203            | Entrepreneurship Development                              | <b>MC -II</b>      | 4+0+0                                      | 70         | 30         | 100                | 4              |
| <b>10</b>            | BBA 204            | Ethics & Corporate Social Responsibility                  | <b>MDC-II</b>      | 3+0+0                                      | 50         | 25         | 75                 | 3              |
| <b>11</b>            | BBA 205            | IT Tools in Business                                      | <b>SEC-II</b>      | 3+0+0                                      | 50         | 25         | 75                 | 3              |
| <b>12</b>            |                    | Environment related course (as offered by the University) | <b>VAC-I</b>       | 2+0+0                                      | 35         | 15         | 50                 | 2              |
| <b>13</b>            |                    | Internship                                                | <b>I/A/P/C</b>     | As per guidelines of the University        |            |            |                    | 4              |
| <b>Sub-Total (B)</b> |                    |                                                           |                    |                                            |            |            |                    | 24             |

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| <b>Name of the Program:</b> Bachelor of Business Administration (BBA)<br><b>Course Code:</b> BBA104<br><b>Name of the Course:</b> Business Environment<br><b>Course Category:</b> MDC-I                                                                                                                                                                                          |                              |                                    |
| <b>Course Credits</b>                                                                                                                                                                                                                                                                                                                                                            | <b>No. of Hours per Week</b> | <b>Total No. of Teaching Hours</b> |
| <b>3 Credits</b><br>(L+T+P= 3+0+0)                                                                                                                                                                                                                                                                                                                                               | <b>3 Hours</b>               | <b>45 Hours</b>                    |
| <b>Course Outcomes:</b> On successful completion of the course, the students will be able to: understand the social, economic, political, and international business environment.                                                                                                                                                                                                |                              |                                    |
| <b>Pedagogy:</b> Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,                                                                                                                                                                                                                                                                                  |                              |                                    |
| <b>Syllabus:</b>                                                                                                                                                                                                                                                                                                                                                                 |                              |                                    |
| <b>Section/Block No. 1: Business Environment</b>                                                                                                                                                                                                                                                                                                                                 |                              | <b>15Hours</b>                     |
| <b>Business Environment:</b> concept, component, and importance, Relationship between business and environment, Factors affecting the environment to the business, Indian business environment.                                                                                                                                                                                  |                              |                                    |
| <b>Section/Block No. 2: Economic, Social &amp; Political Environment</b>                                                                                                                                                                                                                                                                                                         |                              | <b>15Hours</b>                     |
| <b>Economic Environment of Business:</b> structure of the economy, economic trends, economic policies, economic conditions. Economic roles of the government, <b>Social environment:</b> Business and society, social institutions and groups, social responsibility of business. <b>Political Environment:</b> Relationship between Government and Business, Legal Environment. |                              |                                    |
| <b>Section/Block No. 3: International &amp; Technological Environment:</b>                                                                                                                                                                                                                                                                                                       |                              | <b>15Hours</b>                     |
| <b>International Environment:</b> Globalization, Foreign Direct Investment in India, its impact on Indian economy, International Institutions: WTO, World Bank, IMF. <b>Technological environment:</b> Concept and significance of technological environment.                                                                                                                    |                              |                                    |
| <b>Textbooks:</b> <ol style="list-style-type: none"> <li>1. Francis Cherunilam, 20002, Business environment, Himalaya Publishing House, 11<sup>th</sup> Revised Edition, India.</li> <li>2. Dr. S. Sankaran, Business Environment, Margham Publications</li> <li>3. K.Ashwathappa, 1997, Essentials of Business Environment, Himalaya Publishing House,</li> </ol>               |                              |                                    |
| <b>Note: Latest edition of the text books should be used..</b>                                                                                                                                                                                                                                                                                                                   |                              |                                    |

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| <b>Name of the Program:</b> Bachelor of Business Administration (BBA)<br><b>Course Code:</b> BBA 204<br><b>Name of the Course:</b> Ethics and Corporate Social Responsibility<br><b>Course Category:</b> MDC II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                              |                                    |
| <b>Course Credits</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>No. of Hours per Week</b> | <b>Total No. of Teaching Hours</b> |
| <b>3 Credits</b><br>(L+T+P= 3+0+0)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>3 Hours</b>               | <b>45 Hours</b>                    |
| <b>Pedagogy:</b> Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                              |                                    |
| <b>Course Outcomes:</b> On successful completion of the course, the students will be able to: understand the importance of ethics in business, apply the principles of good corporate governance, and evaluate the significance of corporate social responsibility (CSR) in influencing business decisions and societal impact.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                              |                                    |
| <b>Syllabus</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                              |                                    |
| <b>Section/Block No. 1: Conceptual framework of business ethics</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                              | <b>Hours=15</b>                    |
| <b>Business ethics:</b> Meaning of ethics, why ethical problems occur in business. Ethical principles in business; Theories of Business Ethics, Globalization and Business Ethics.<br><b>Moral Issues in business:</b> An alternative to moral principles; Moral issues in Business; Worker's and employee's right and responsibilities, profit maximization vs social responsibility.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                              |                                    |
| <b>Section/Block No. 2: Corporate Governance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              | <b>Hours=15</b>                    |
| <b>Concept of Corporate Governance:</b> Need to improve corporate governance standards, Features of good governance, Models of Corporate Governance, Benefits of Good Corporate Governance.<br><b>Major Corporate Governance Failures:</b> Junk Bond Scam (USA), Enron (USA), Andersen Worldwide (USA), Satyam Computer Services Ltd. (India); Common Governance Problems Noticed in various corporate failures is corporate Governance always the cause for Corporate failures?                                                                                                                                                                                                                                                                                                                                                                                                |                              |                                    |
| <b>Section/Block No. 3: Concept of Corporate social responsibility</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                              | <b>Hours=15</b>                    |
| <b>Concept of Corporate social responsibility:</b> Meaning, Evolution of corporate social responsibility, CSR and Corporate Sustain ability, Business social performance.<br><b>Issues in CSR:</b> Environmental aspect of CSR, Common indicators for measuring social responsibility, CSR Models, Drivers of CSR.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                              |                                    |
| <b>Textbooks:</b> <ol style="list-style-type: none"> <li>1. Manuel G Velasquez: Business ethics- concepts and case Pearson.</li> <li>2. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA</li> <li>3. A.C. Fernando: corporate Governance Pearson Education.</li> <li>4. A.C. Fernando: Corporate Governance Pearson Education.</li> <li>5. Adrian Davies: strategic approach to corporate governance Gower Pub Co.</li> <li>6. N. Gopalswamy: Corporate governance a new paradigm A H wheeler Publishing Co Ltd.</li> <li>7. Marianne M Jennings: Cases in Business Ethics Indian South_ Western college Publishing.</li> <li>8. Kevin Gibson: ethics and business, an Introduction, Cambridge Applied ethics Cambridge University Press</li> <li>9. Bhanummurthy K. V Ethics and Social Responsibility of Business, Pearson Education India.</li> </ol> |                              |                                    |
| <b>Note: Latest edition of textbooks may be used.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                              |                                    |