

**NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR
(AN AUTONOMOUS INSTITUTE)**



Affiliated to

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW



Evaluation Scheme & Syllabus

For

Bachelor of Business Administration (Online)

First Year

(Effective from the Session: 2025-26)

**NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR
(AN AUTONOMOUS INSTITUTE)**

**Bachelor of Business Administration
SEMESTER-I**

Evaluation Scheme

Sl. No.	Subject Codes	Subject	Types of Subjects	Periods			Evaluation Schemes				End Semester		Total	Credit
				L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	COBBA0105	Principles of Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
2	COBBA0101	Business Communication	Mandatory	3	0	0	20	20	0	40	60	0	100	3
3	COBBA0102	Business Economics	Mandatory	4	0	0	20	20	0	40	60	0	100	4
4	COBBA0104	Financial Accounting	Mandatory	3	1	0	20	20	0	40	60	0	100	4
5	COBBA0103	Business Statistics	Mandatory	3	1	0	20	20	0	40	60	0	100	4
6	COBBA0151	Office Automation Tools	Mandatory	0	0	4	0	0	50	50	0	50	100	2
		TOTAL											600	20

Abbreviation Used:

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam.,
CE: Core Elective, OE: Open Elective, DE: Departmental Elective, PE: Practical End Semester Exam, CA: Compulsory Audit,

**NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR
(AN AUTONOMOUS INSTITUTE)**

**Bachelor of Business Administration
Evaluation Scheme
SEMESTER-II**

Sl. No.	Subject Codes	Subject	Types of Subjects	Periods			Evaluation Schemes				End Semester		Total	Credit
				L	T	P	CT	TA	PS	Total	TE	PE		
1	COBBA0201	Business Environment	Mandatory	3	0	0	20	20	0	40	60	0	100	3
2	COBBA0204	Management Concept & Organizational Behavior	Mandatory	3	1	0	20	20	0	40	60	0	100	4
3	COBBA0202	Cost & Management Accounting	Mandatory	3	1	0	20	20	0	40	60	0	100	4
4	COBBA0205	Quantitative Techniques for Managers	Mandatory	3	0	0	20	20	0	40	60	0	100	3
5	COBBA0203	Legal Aspects of Business	Mandatory	3	1	0	20	20	0	40	60	0	100	4
6	COBBA0251	Advanced Excel for Decision Making	Mandatory	0	0	4	0	0	50	50	0	50	100	2
		TOTAL											600	20

Abbreviation Used:

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam.,
CE: Core Elective, OE: Open Elective, DE: Departmental Elective, PE: Practical End Semester Exam, CA: Compulsory Audit,



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
GREATER NOIDA-201306
 (An Autonomous Institute)
 School of Management

Course Code: COBBA0105		Course Name: Principles of Management				L	T	P	C
Course Offered in: BBA (online)		3	0	0	3				
Pre-requisite: Basic knowledge of Business and Management									
Course Objectives: To provide students with a foundational understanding of management concepts, functions, and principles, and to develop skills for effective decision-making and leadership in business environments.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Develop the basic understanding of Management concepts, principles and practices.					K2			
CO2	Understand the process of planning and decision-making.					K2			
CO3	Understand the concept of line and staff.					K2			
CO4	Analyze the usage of applications of Motivation and various concepts in Management					K4			
CO5	Develop leadership skills and team building capabilities in students.					K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
	CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6		
	CO1	3	2	1	1	1	1		
	CO2	3	3	2	1	1	1		
	CO3	2	2	1	1	2	1		
	CO4	2	3	2	1	1	1		
	CO5	2	2	3	1	3	2		
Course Contents / Syllabus									
Module 1		Fundamentals of Management				8 hours			
Management-Meaning, Nature & Significance- Management as a Science, Art or Profession, Management Vs Administration, Levels of Management, Functions of Management, Roles of Managers (Mintzberg's Managerial Roles) Contributions of Taylor and Fayol, Human Relations & Behavioural Schools-Hawthorne Studies.									
Module 2		Planning & Decision Making				8 hours			
Nature, Process of Planning, Planning and Environmental Uncertainties, Types of Planning. Advantages and Limitations of Planning- Decision Making-Stages in Decision Making. Case studies									
Module 3		Organising				8 hours			
Nature & Significance of Organization, Authority & Responsibility Relationships-Span of Control, Process of Delegations- Barriers to Delegation, Centralization & Decentralization. Concept of Line & Staff-Overcoming Line-staff conflict, Committees, Coordination, Organization Structures, Types Advantages & Disadvantages.									
Module 4		Staffing & Directing				8 hours			
Staffing, Scope of Staffing Functions, Directing: Concept, Principles & Techniques of directing and Coordination Motivation - Theories of Motivation. Theory X, Theory Y, Theory Z. Maslows need hierarchy									
Module 5		Controlling				8 hours			
Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling. Case Studies.									
								Total Lecture Hours	40 hours
Textbook:									
S.No	Book Title					Author			
1	Essentials of Management, Tata McGraw Hill, 11th Edition					Harold Koontz, Heinz Wehrich & Cannice V Mark V			
2	Fundamentals of Management: Essential Concepts & Applications					Stephen P Robbins, Mary Coulter			

Reference Books:

S.No	Book Title	Author
1	Principles and Practice of Management	L.M.Prasad
2	Management Principles & Applications	Pardeep Kumar

NPTEL/ Youtube/ Faculty Video Link:

Unit 1	https://youtu.be/8S66fYJiNzg
Unit 2	https://youtu.be/m68LJHcQS0w
Unit 3	https://youtu.be/XbjYDwzHGsg
Unit 4	https://youtu.be/BGgiFATFwYg
Unit 5	https://youtu.be/jOLHwYi-wal

Mode of Evaluation

CIE					ESE	Total
ST1	ST2	ST3	TA1	Attendance		
			5	5		
20			10		60	100

Course Code: COBBA0101		Course Name: Business Communication				L	T	P	C
Course Offered in: BBA (online)						3	0	0	3
Pre-requisite: Basic knowledge of oral & written communication.									
Course Objectives: To develop students' professional communication skills for effective interaction in business and workplace settings.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand business communication strategies and principles					K2			
CO2	Gaining an understanding of effective oral communication skills and emerging electronic modes of communication					K2			
CO3	Developing effective presentation skills and Interview skills					K6			
CO4	Developing effective employment communication skills.					K6			
CO5	Developing effective Group Communication techniques					K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO / PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6			
CO1	3	2	1	2	3	1			
CO2	2	1	2	2	3	1			
CO3	2	2	3	2	3	1			
CO4	2	2	3	2	3	2			
CO5	1	2	2	2	3	2			
Course Contents / Syllabus									
Module 1	Introduction							8 hours	
Role of communication, defining and classifying communication, purpose and process of communication, characteristics of successful communication, importance of communication in management, communication structure in organization, communication in crisis, barriers to communication.									
Module 2	Types of Communication							8 hours	
Verbal Communication: Principles of successful oral communication, Conversation control, reflection and empathy, effective listening, non – verbal communication Written Communication: Purpose, clarity in writing, principles of effective writing, 3X3 writing process for business communication: Pre writing, Writing, Revising, Specific writing electronic writing process.									
Module 3	Business reports and presentation							8 hours	
Business Letters & Reports Introduction to business letters, writing routine and persuasive letters, positive and negative messages, writing memos, report purpose, kinds and objectives of report writing. Presentation: Elements of presentation, designing a presentation. Advanced visual support for business presentation, types of visual aid									
Module 4	Employment communication & use of technology							8 hours	
CV, Resume, Group Discussion, Interview Skills, Impact of Technological Advancement on Business Communication networks, Intranet, e- mail, SMS , teleconferencing, video conferencing.									
Module 5	Group Communication & Media Management							8 hours	
Group communication, Meetings, MoM. Media management: Press release, press conference, Seminars, workshop, conferences.									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title					Author			
1	Excellence in Business Communication (14th ed., 2024)					John Thill & Courtland Bovee			
2	Business Communication (4th ed., 2024)					P.D. Chaturvedi & Mukesh Chaturvedi			

Reference Books:

S.No	Book Title	Author
1	Business and Professional Communication: A Human-Centered Approach (Nov 2024)	Curtis Newbold & Jessie Lynn Richards
2	Business Communication: A Problem-Solving Approach (2024)	Paula Lentz, Kathryn Rentz & Kristen Getchell

NPTEL/ Youtube/ Faculty Video Link:

Unit 1	https://youtu.be/eZ1yg29hMg8
Unit 2	https://youtu.be/vCOuxTWHMuw
Unit 3	https://youtu.be/Sq2SDdz1i8U
Unit 4	https://youtu.be/_fP43gcBywU
Unit 5	https://youtu.be/r3QOULEhypA

Mode of Evaluation

CIE					ESE	Total
ST1	ST2	ST3	TA1	Attendance		
			5	5		
20			10		60	100

Course Code: COBBA0102		Course Name: Business Economics				L	T	P	C
Course Offered in: BBA (online)		3	0	0	3				
Pre-requisite: Basic knowledge of Economics of class XI & XII									
Course Objectives: The purpose of this course is to apply micro economics concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action, and finally choose among alternatives.									
Course Outcome: After completion of the course, the student will be able to								Bloom's Knowledge Level (KL)	
CO1	Understand the concepts of Business Economics to make effective business decisions.					K2			
CO2	Understand the law of demand & supply & their elasticity.					K2			
CO3	Analyse production concepts, cost concepts and their impact on business decisions					K4			
CO4	Analyse pricing decisions under the different market structures.					K4			
CO5	Evaluate various theories of the firm and how they affect the business decisions					K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO- PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6			
CO1	3	2	1	2	-	-			
CO2	3	3	-	2	-	-			
CO3	3	3	-	2	-	1			
CO4	2	3	-	3	-	2			
CO5	2	3	-	2	-	2			
Course Contents / Syllabus									
Module 1		Concept & Principles of Business Economics					8 hours		
Definition, Nature and Scope of Economics-Micro Economics and Macro Economics, Ten principles of economics, Managerial Economics and its relevance in business decisions. Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility									
Module 2		Demand, Supply & Forecasting					8 hours		
Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Elasticity of Demand and its measurement. Price Elasticity, Income Elasticity, Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making. Demand forecasting-meaning, significance and methods (in brief).									
Module 3		Production & Cost Analysis					8 hours		
Production function, Types of production function, Laws of production: Law of diminishing returns, Law of returns to scale, Short-run and Long-run production. Cost, Types of costs, Cost output relationship in the short-run. Cost output relationship in the Long-run. Estimation of revenue. Average Revenue, Marginal Revenue									
Module 4		Market Structure					8 hours		
Perfect Competition, features, determination of price under perfect competition. Monopoly: Features, pricing under monopoly, Price Discrimination. Monopolistic competition : basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity ; Oligopoly- Cournot's model, Kinked demand curve model, Dominant price leadership model									
Module 5		Macro Economics					8 hours		
Concept of national income & its components, Business Cycles, Inflation, Consumption function									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title					Author			
1	Managerial economics and business strategy (10th ed.). McGraw-Hill					M. Baye., & J. Prince			
2	Managerial Economics (7e). Vikas Publication.					D. N. Dwivedi			

3	Managerial Economics. Sultan Chand			Varshney & Maheshwari		
Reference Books:						
S.No	Book Title			Author		
1	Micro Economics (7e). Pearson.			Pindyck, Rubinfeld, Mehta.		
2	Managerial Economics: Principle and Worldwide Applications, Oxford University Press			d. Salvatore		
NPTEL/ Youtube/ Faculty Video Link:						
Unit 1	https://youtu.be/vLPpF0hunwc					
Unit 2	https://youtu.be/9jyjpgkz4xc					
Unit 3	https://youtu.be/QPoT0QdmHf0?feature=shared					
Unit 4	https://www.youtube.com/watch?v=u1xIZOieOUw&pp=ygUdbWFya2V0IHN0cnVjdHVyZSBpbiBIY29ub21pY3PSBwkJ3gkBhyohjO8%3D					
Unit 5	https://youtu.be/RQQWtsRBetw?feature=shared					
Mode of Evaluation						
			CIE		ESE	Total
ST1	ST2	ST3	TA1	Attendance		
			5	5		
20			10		60	100

Course Code: COBBA0104		Course Name: Financial Accounting					L	T	P	C
Course Offered in: BBA (online)							2	1	0	3
Pre-requisite: Basic understanding of accounts.										
Course Objectives: The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.										
Course Outcome: After completion of the course, the student will be able to								Bloom's Knowledge Level (KL)		
CO1	To understand accounting concepts, principles, conventions, and accounting standards.					K2				
CO2	To create and prepare financial records and statement in line with GAAP.					K6				
CO3	To utilize the concepts of depreciation methods and stock valuation techniques.					K4				
CO4	To understand and apply the accounting for Hire Purchase and Installment System.					K3				
CO5	To understand and maintain accounting for Consignment, and Joint Venture.					K6				
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)										
CO / PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6				
CO1	3	2	1	1	1	1				
CO2	3	2	1	1	1	1				
CO3	3	2	1	1	1	1				
CO4	2	2	1	1	1	1				
CO5	2	2	1	1	1	1				
Course Contents / Syllabus										
Module 1		Financial Accounting Accounting Standards					8 hours			
Financial Accounting: Introduction, Definition, Evolution, Functions, Advantages and Limitations Users of Accounting Information, Branches of Accounting, Accounting Principles: Concepts and The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.										
Module 2		Recording of Financial Transactions					8 hours			
Accounting System, Types of Accounts, Accounting Equation, Accounting Cycle, Journal, Ledger and Trial Balance (Including Problems). Profit and Loss Account and Balance Sheet (Sole Proprietorship only).										
Module 3		Depreciation & Stock Valuation					8 hours			
The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method. Meaning, Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average.										
Module 4		Hire Purchase & Installment Systems					8 hours			
Accounting for Hire Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire purchaser for large value items including default and repossession, stock and debtors system.										
Module 5		Consignment & Joint Venture					8 hours			
Consignment: Features, Accounting treatment in the books of the consignor and consignee. Joint Venture: Accounting procedures: Joint Bank Account, Records Maintained by Co- venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).										
Total Lecture Hours								40 hours		
Textbook:										
S.No	Book Title					Author				
1	Financial Accounting (8th ed., 2024)					S.N. & Suneel K. Maheshwari				
2	Financial Accounting & Analysis					Narender L. Ahuja				
3	Financial Accounting (UGCF/NEP), 12th Ed. (2024)					Bhushan Kumar Goyal & H. N. Tiwari				
Reference Books:										

S.No	Book Title	Author				
1	Financial Accounting, Sultan Chand 1st Ed. (2023)	M. P. Gupta & B. M. Agarwal				
2	Financial Accounting (2024)	S. Thothadri & S. Nafeesa				
NPTEL/ Youtube/ Faculty Video Link:						
Unit 1	https://youtu.be/hmqErDP9Sd8					
Unit 2	https://youtu.be/wzz31xEZ1MI					
Unit 3	https://youtu.be/NFqp-JsABbc					
Unit 4	https://youtu.be/Ckw4ovc5Kuk?feature=shared					
Unit 5	https://youtu.be/h0YCxXmveiA					
Mode of Evaluation						
CIE					ESE	Total
ST1	ST2	ST3	TA1 5	Attendance 5		
20			10		60	100

Course Code: COBBA0103		Course Name: Business Statistics				L	T	P	C
Course Offered in: BBA (online)		2	1	0	3				
Pre-requisite: Basic knowledge of statistics.									
Course Objectives: : The course in Business Statistics aims to equip students with foundational knowledge and practical skills essential for analyzing and interpreting data in business contexts.									
Course Outcome: After completion of the course, the student will be able to								Bloom's Knowledge Level (KL)	
CO1	Understand the basic concept of fundamentals of business statistics and its role descriptive analytics.							K1	
CO2	Apply Correlation and Regression analysis into business problems and their implication on Business performance							K4	
CO3	Evaluate basic concepts of probability and perform probability theoretical distributions.							K5	
CO4	Understand the application of time series analysis and index numbers in business decision making.							K2	
CO5	Apply various sampling techniques or Concepts to solve Business Problem.							K4	
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO / PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6			
CO1	3	2	1	1	1	1			
CO2	3	3	1	1	1	1			
CO3	3	3	1	1	1	1			
CO4	2	3	1	2	1	1			
CO5	2	3	1	1	2	1			
Course Contents / Syllabus									
Module 1		Matrices					8 hours		
Introduction, types of matrices, Addition of matrices, Subtraction of matrices, Multiplication of matrices, Transpose of matrix, Expansion of determinants, Minor and Cofactors, Properties of determinant, Applications of matrix operations in business decision making.									
Module 2		Statistics					8 hours		
Statistics: Definition, Importance & Limitation. Collection of data and formation of frequency distribution. Graphical presentation of frequency distribution – Bar Diagram, Histogram, Frequency curve, Frequency polygon, Ogive.									
Module 3		Measures of Central Tendency					8 hours		
Measures of central tendency – Mean, Median and Mode. Measures of Dispersion – Range, Mean Deviation, Inter Quartile Range, Quartile Deviation, Mean deviation, Standard Deviation and Coefficient of variation.									
Module 4		Probability					8 hours		
Definition of Probability, Elementary problems of probability, Addition and Multiplication theorems of probability, Expectation and variance of a discrete random variable									
Module 5		Time Series Analysis					8 hours		
Time series analysis: Concept, Additive and Multiplicative models, And Components of time series, Trend analysis: Least Square method for Linear equations and Applications in business decision-making. Index Numbers: Meaning, Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices: -Fixed base and Chain base methods.									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title					Author			
1	Mathematics Part I for Class XII, NCERT					R. D. Sharma			
2	Business Mathematics, BVP Publications-latest edition.					J. K. Thukral			
3	Statistical Methods, Sultan Chand & Sons					S.P. Gupta			

Reference Books:						
S.No	Book Title				Author	
1	Quantitative Analysis for Management				Render, Barry, Stair, R.M., Hanna, M.E., & Badri	
2	Business Statistics and Applied Orientation				P. K. Vishvanathan	
NPTEL/ Youtube/ Faculty Video Link:						
Unit 1	https://youtu.be/yRwQ7A6jVLk					
Unit 2	https://youtu.be/XZo4xyJXCak?feature=shared					
Unit 3	https://youtu.be/XZo4xyJXCak					
Unit 4	https://youtu.be/KzfwUEJjG18					
Unit 5	https://youtu.be/bc_7XnEt7TU					
Mode of Evaluation						
CIE					ESE	Total
ST1	ST2	ST3	TA1 5	Attendance 5		
20			10		60	100



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Course Code: COBBA0151		Course Name: Office Automation Tools				L	T	P	C
Course Offered in: BBA (online)		0	0	4	2				
Pre-requisite: The student must understand basic computer terminology, must have knowledge of input and output devices.									
Course Objectives: Develop an understanding of MS Office									
Course Outcome: After completion of the course, the student will be able to								Bloom's Knowledge Level (KL)	
CO1	Acquire the skills necessary to understand windows and its functionality.								K2
CO2	Understand the word processing skills.								K2
CO3	Understand excel worksheet and analyzing the data.								K2
CO4	Demonstrate PowerPoint presentation and how to present data in best possible manner.								K3
CO5	Understand basic working of internet and email.								K2
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6			
CO1	2	1	1	1	1	1			
CO2	2	1	1	1	2	1			
CO3	2	3	1	1	1	2			
CO4	2	2	2	1	3	2			
CO5	2	2	1	2	3	2			
Course Contents / Syllabus									
Module 1		Introduction to Computers						8 hours	
Introduction, Characteristics of Computers, Block diagram of computer. Types of computers and features, Mini Computers, Micro Computers, Mainframe Computers, Super Computers. Types of Programming Languages (Machine Languages, Assembly Languages, High Level Languages). Types of Memory (Primary and Secondary) RAM, ROM, PROM, EPROM. Secondary Storage Devices (CD, HD, Pen drive) I/O Devices (Scanners, Plotters, LCD). Introduction to Binary, Octal, Hexadecimal system Conversion, Simple Addition, Subtraction, Multiplication.									
Module 2		Windows						8 hours	
Windows - Installing Windows, Starting and Quitting windows, Basic Elements of, Windows Working with Menus Dialogue Boxes, Window Applications, Program Manager, File Manager, Print Manager, Control Panel, Write, Paint Brush, Accessories including Calculator, Calendar, Clock, Card file, Note pad etc.									
Module 3		Word Processor and Spreadsheet Tool						8 hours	
Word Processing Tool - Salient features of Word Processing, File, Edit, View, Insert, Format, Tools, Tables, Window, Help options and all of their features, Options and Sub options etc. Spreadsheet Tool - Excel Worksheet, Data Entry, Editing, Cell Addressing ranges, Commands, Menus, Copying & Moving Cell Content.									
Module 4		Microsoft PowerPoint						8 hours	
Starting MS-PowerPoint, different Bars, Different Types of Views and Exiting MS- PowerPoint Creating a New Presentation, Working with Slides, Applying Design templates, Applying Custom Animations, Applying Slide Transitions. Saving a Presentation, Running a Presentation, Closing a Presentation and Opening an Existing Presentation.									
Module 5		Internet and E-mail						8 hours	
Starting MS-PowerPoint, different Bars, Different Types of Views and Exiting MS- PowerPoint Creating a New Presentation, Working with Slides, Applying Design templates, Applying Custom Animations, Applying Slide Transitions. Saving a Presentation, Running a Presentation, Closing a Presentation and Opening an Existing Presentation.									

					Total Lecture Hours	40 hours
Textbook:						
S.No	Book Title				Author	
1	Microsoft Office 365: In Practice, 2021 Edition				Randy Nordell	
2	Microsoft Office 365 for Dummies (2023 Edition)				Rosemarie Withee	
Reference Books:						
S.No	Book Title				Author	
1	Office 2021 All-in-One For Dummies				Wallace Wang	
2	Exploring Microsoft Office 365, Office 2021 Edition				Mary Anne Poatsy	
NPTEL/ Youtube/ Faculty Video Link:						
Unit 1	https://youtu.be/0Aohazt-tQA					
Unit 2	https://youtu.be/lmlLdGMrdGU					
Unit 3	https://youtu.be/2MCmnr2L50o					
Unit 4	https://youtu.be/QxkXikn-cr0					
Unit 5	https://youtu.be/7oHjVx007IQ					
Mode of Evaluation						
CIE					ESE	Total
ST1	ST2	ST3	TA1	Attendance		
			5	5		
20			10		60	100

Course Code: COBBA0201		Course Name: Business Environment				L	T	P	C
Course Offered in: BBA (online)						3	0	0	3
Pre-requisite: Fundamentals of business environment.									
Course Objectives: : The main objective of the course is to acquaint the students with various environmental factors that create a profound impact on the business organization. It would also make the students capable of analyzing and understanding the implications of different macroeconomic policies implemented by the Government.									
Course Outcome: After completion of the course, the student will be able to								Bloom's Knowledge Level (KL)	
CO1	Familiarize with the nature of Business Environment and its components and analyse the business environment for effective planning					K4			
CO2	Understand the various aspects of the political and legal environment impacting the functioning of a business					K2			
CO3	Get insights into the economic system of India and the policies governing and plan within the framework					K3			
CO4	Understand the impact of socio cultural and technological environment on business					K2			
CO5	Understand the working and contribution of public sector enterprises and the global business environment to seek opportunities to become global.					K4			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6			
CO1	3	2	1	2	1	2			
CO2	3	2	2	2	1	2			
CO3	3	3	1	2	1	3			
CO4	2	3	2	3	2	3			
CO5	2	2	2	3	1	3			
Course Contents / Syllabus									
Module 1		Business Environment & Scanning						8 hours	
Meaning of Business Environment, Factors affecting environment to the business, Internal and external environment, micro environment, macro environment, their impact on business and strategic decisions. Environmental Analysis, Process of Environmental Analysis, Techniques of Environmental Analysis, SWOT Analysis, ETOP, Benefits of Environmental Analysis, Limitations of Environmental Analysis									
Module 2		Political & Legal Environment						8 hours	
Key Elements of Political Environment, Relationship between Business and Government. FEMA, Competition Act, SEBI & Consumer Protection Act, 1986 with latest amendments, EXIM Policy									
Module 3		Economic Systems & Policies						8 hours	
Economic Systems, Economic Planning – Objectives & Strategies of Current Five Year Plan, Formation and Functions of NITI Aayog, Economic Policies – Industrial, Monetary & Fiscal (Tools & Latest Policies).									
Module 4		Social Cultural & Technological Environment						8 hours	
Nature and Impact of Culture on Business, Social Responsibilities of Business, Emergence of Middle Class and its influence on Business. Concept and significance of technological environment The Technological Policy, Features & Impact of Technology on Business, Import of technology.									
Module 5		Public Sector & Global Environment						8 hours	
The contribution of Public sector enterprises in India, Privatization and disinvestment in India, Foreign Direct Investment in India, its impact on Indian economy. Globalisation, GATT and WTO – understanding WTO, functions, structure, implications for India, overview of G7, G20, OECD, SAARC									

					Total Lecture Hours	40 hours
Textbook:						
S.No	Book Title				Author	
1	Business Environment; Himalaya Publishing House				Francis Cherunilum	
2	Essentials of Business Environment; Himalaya Publishing House				K. Ashwathappa	
Reference Books:						
S.No	Book Title				Author	
1	Business Environment				Raj Aggarwal	
2	Business Environment				Shaikh Saleem	
NPTEL/ Youtube/ Faculty Video Link:						
Unit 1	https://youtu.be/zTzJ9gInxTI					
Unit 2	https://youtu.be/LW16yLRBks8					
Unit 3	https://youtu.be/sHkviUk_47k					
Unit 4	https://youtu.be/k7dEBE5tQz4?feature=shared					
Unit 5	https://youtu.be/FD0YgkcleEM?feature=shared					
Mode of Evaluation						
CIE					ESE	Total
ST1	ST2	ST3	TA1	Attendance		
			5	5		
20			10		60	100

Course Code: COBBA0204		Course Name: Organizational Behaviour				L	T	P	C
Course Offered in: BBA (online)		3	0	0	3				
Pre-requisite: Basic understanding of principles of management									
Course Objective: To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.									
Course Outcome: After completion of the course, the student will be able to								Bloom's Knowledge Level (KL)	
CO1	Remember the concept of organizational behaviour to understand the behaviour of people in the organization.							K1	
CO2	Applicability of analyzing the complexities associated with management of individual behavior in the organization.							K3	
CO3	Apply different motivational theories and methods to increase the productivity and job satisfaction of employees.							K3	
CO4	Analyze the complexities associated with management of the group behavior in the organization							K4	
CO5	Applying the theories of leadership in the work environment							K3	
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO \ PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6			
CO1	3	1	1	1	1	1			
CO2	3	2	2	1	2	1			
CO3	3	2	3	1	2	2			
CO4	2	2	2	1	3	2			
CO5	2	2	3	2	3	2			
Course Contents / Syllabus									
Module 1		Introduction to Organisational Behaviour					8 hours		
Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior. Importance of OB to the field of management, Emerging trends and challenges in OB.									
Module 2		Attitudes, Values, Personality & Perception					8 hours		
Attitudes and Values, Personality - Concepts, Types, Determinants, individual differences, Big Five Personality Traits, Perception – Process, Errors and Implications of Perception, Concept and theories of learning									
Module 3		Motivation & Leadership					8 hours		
Concept, importance and theories of motivation. Maslow's Need Hierarchy Theory, Herzberg's Two Factors Theory, Vroom's Expectancy Theory. Redesigning job and work arrangements; Employee Involvement. Leadership: Concepts & Styles.									
Module 4		Groups & Teams					8 hours		
Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics. Five Stage model of group development; Group think and shift; Group and teams; Types of teams									
Module 5		Organisational Change, Culture & Climate					8 hours		
Organizational Change, Resistance to change, Steps for planned change, Quality Work Life. Organization Development and Interventions, Organization Climate and Managing Organizational Culture									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title					Author			
1	Organizational Behavior					S. P Robbins, Timothy Judge			
2	Organizational Behavior: An Evidence Based Approach Fourteenth Edition. United States: Information Age Publishing, Incorporated.					Fred Luthans			

Reference Books:						
S.No	Book Title				Author	
1	Organizational Behavior				L. M Prasad	
2	Understanding Organization Behaviour				Udai Pareek	
NPTEL/ Youtube/ Faculty Video Link:						
Unit 1	https://youtu.be/Cmyeen2mZPc					
Unit 2	https://youtu.be/F7XF6jMsaP0					
Unit 3	https://youtu.be/b8urBnq9_m8					
Unit 4	https://youtu.be/LzPyN11zB-c					
Unit 5	https://youtu.be/LnN6JEuDJRg					
Mode of Evaluation						
			CIE		ESE	Total
ST1	ST2	ST3	TA1	Attendance		
			5	5		
20			10		60	100



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

GREATER NOIDA-201306

(An Autonomous Institute)

School of Management

Course Code: COBBA0202	Course Name: Cost and Management Accounting	L	T	P	C
Course Offered in: BBA (online)		2	1	0	3

Pre-requisite: Basic knowledge of Accounting

Course Objective: The objective is to equip the student with basic concepts used in cost accounting and various methods involved in cost ascertainment system. It aims at providing knowledge about the use of Costing data and cost sheet for planning, control and decision making in any organization.

Course Outcome: After completion of the course, the student will be able to

CO1	Know the techniques of cost management and absorption of costing concepts.	K2
CO2	Gain knowledge of standard costing and variance analysis.	K2
CO3	Solve Practical problems related to budgeting and budgetary control	K4
CO4	Gain Knowledge about job costing and contract costing.	K2
CO5	Develop an understanding of process costing, normal and abnormal losses in business.	K2

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	1	1	2
CO2	3	3	1	1	1	2
CO3	3	3	1	1	2	3
CO4	3	2	1	1	2	2
CO5	3	2	1	1	1	2

Course Contents / Syllabus

Module 1	Cost Management	8 hours
Concept of standard cost and standard costing. Absorption Costing vs. Marginal Costing-Break-even analysis, Margin of safety-Application of Marginal Costing for decision making		
Module 2	Standard Costing & Variance Analysis	8 hours
Concept of standard cost and standard costing. Advantages and limitations-Computation of variances relating to material and labour costs only.		
Module 3	Budgets & Budgetary Control	8 hours
Meaning, Concepts and Types of Budgets. Budgetary Control Vs Standard Costing-Advantages and limitations- Preparation of Budgets		
Module 4	Job Costing- Batch Costing- Contract Costing.	8 hours
Meaning, Concepts - Job Costing-Batch Costing-Contract Costing.		
Module 5	Process Costing	8 hours
Normal and abnormal losses, equivalent production Joint and By Products-Operating Costing or Service Costing – Transport, Hotel and Hospital.		

Total Lecture Hours 40 hours

Textbook:

S.No	Book Title	Author
1	Horngren's Cost Accounting: A Managerial Emphasis Hardcover. Pearson Publication	Srikant Datar and Madhavrajan

Reference Books:

S.No	Book Title	Author
1	Cost Accounting Principles and Practice Kalyani Publishers.	S.P. Jain, K. L Narang

NPTEL/ Youtube/ Faculty Video Link:

Unit 1	https://youtu.be/M6UC8kr4yLE
Unit 2	https://youtu.be/CBfYhmyGofY
Unit 3	https://youtu.be/auw1TG8up7c
Unit 4	https://youtu.be/tnpoNz8WuUA
Unit 5	https://youtu.be/vukwDqDKRDk

Mode of Evaluation

CIE					ESE	Total
ST1	ST2	ST3	TA1 5	Attendance 5		
20			10		60	100



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

GREATER NOIDA-201306

(An Autonomous Institute)

School of Management

Course Code: COBBA0205	Course Name: Quantitative Techniques for Managers	L	T	P	C
Course Offered in: BBA (online)		3	0	0	3

Pre-requisite: Basic knowledge of statistics.

Course Objectives: This course aims to provide students with a comprehensive understanding of mathematical and statistical tools essential for informed decision-making in business and management contexts. Students will develop proficiency in applying quantitative methods to analyze and solve complex problems, emphasizing their relevance across various functional areas such as operations, finance, marketing, and strategic planning.

Course Outcome: After completion of the course, the student will be able to

		Bloom's Knowledge Level (KL)
CO1	Understand the basic operations research concepts and LLP Problems in business modules.	K2
CO2	Understand how to interpret and solve business-related problems and	K2
CO3	Apply certain mathematical techniques in getting the best possible solution to a problem involving limited resources	K4
CO4	Apply the most widely used quantitative techniques in decision making	K4
CO5	Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in order to achieve project success	K6

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	1	1	1
CO2	3	3	1	1	1	1
CO3	2	3	1	1	1	2
CO4	2	3	1	2	2	2
CO5	2	3	2	2	3	3

Course Contents / Syllabus

Module 1	Linear Programming Problem	8 hours
Introduction to Operations Research, Linear programming problem: Mathematical formulations of LP Models; Graphical method and Simplex method of solving Linear programming problem.		
Module 2	Transportation Problem	8 hours
Transportation problem: Initial basic feasible solution– North West Corner Method, Least Cost Method & Vogel Approximation Method.		
Module 3	Assignment Model & Game Theory	8 hours
Assignment model: Hungarian Method. Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game.		
Module 4	Sequencing	8 hours
Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m-Machines Problems		
Module 5	Decision Making	8 hours
Decision-making under certainty, uncertainty and risk situations; Decision tree approach and its applications.		
Total Lecture Hours		40 hours

Textbook:

S.No	Book Title	Author
1	Operations Research	R.Panneerselvam
2	Operations Research	J. K. Sharma

Reference Books:

S.No	Book Title	Author				
1	Quantitative Techniques in Management	Vohra				
2	Operations Research –An Introduction	Taha Hamdy				
NPTEL/ Youtube/ Faculty Video Link:						
Unit 1	https://youtu.be/jn9PmuUvUws					
Unit 2	https://youtu.be/Q31jKiEXxdc					
Unit 3	https://youtu.be/BUGIhEecipE					
Unit 4	https://youtu.be/533dp83Er6E					
Unit 5	https://youtu.be/iFtdj1fMtck					
Mode of Evaluation						
CIE					ESE	Total
ST1	ST2	ST3	TA1 5	Attendance 5		
20			10		60	100

Course Code: COBBA0203		Course Name: Legal Aspects of Business		L	T	P	C
Course Offered in: BBA (online)		3	0	0	3		
Pre-requisite: Basic knowledge of Laws and regulations for business organizations							
Course Objectives: To have basic knowledge of relevant provisions of the respective laws and regulations concerning the diverse areas of business.							
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)	
CO1	Understanding of the Law of Contract Act, 1872.					K2	
CO2	Develop a basic understanding of special contract and breach of contract.					K6	
CO3	Understanding of provisions of Sales of Goods Act 1930 and rights of unpaid seller.					K2	
CO4	To Understand and apply the provisions of The Consumer Protection Act and Partnership Act.					K4	
CO5	To Apply the provisions of the Limited liability partnership Act and Cyber Security Laws.					K4	
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)							
CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6	
CO1	3	2	2	1	1	1	
CO2	3	2	2	1	1	1	
CO3	3	2	2	1	1	1	
CO4	3	2	3	2	2	2	
CO5	3	3	3	2	2	3	
Course Contents / Syllabus							
Module 1	Law of Contract					8 hours	
Indian Contract Act: Offer, Acceptance, Agreement and Contract; Capacity of parties; Essentials of Contract; Valid Contracts; Performance of Contracts; Termination of Contract, Consequence and Remedies for Breach of Contract.							
Module 2	Special contract					8 hours	
Void Contracts; Contingent Contracts; Quasi Contract; Contract of Indemnity and Guarantee; Bailment, Lien, Pledge and Agency Contracts.							
Module 3	Sales of Goods Act, 1930					8 hours	
Sales of Goods Act: Definition, Features, and Formation of Sale Contract; Condition and Warranty. Transfer of Ownership of Goods; Performance of Sale Contract; Rights of Unpaid Sellers; Auction Sale.							
Module 4	Consumer protection Act 1986					8 hours	
The consumer protection Act 1986: Salient feature definition of consumer; Grievance redressal machinery. Limited liability Partnership: Definition; Incorporation; Eligibility to be Partner, Relationship of partners, Partners as agent, Penalty for False statement; winding up.							
Module 5	Partnership Act, 2008 & Cyber Security Laws					8 hours	
Limited liability partnership Act – 2008 –features, types, nature, eligibility. Cyber Security Laws – Personal Data Protection Act 2019. Important latest amendments							
Total Lecture Hours						40 hours	
Textbook:							
S.No	Book Title					Author	
1	Legal Aspects of Business Text & Cases.					M.K. Nabi	

2	Legal aspects of Business.	A. Pathak				
Reference Books:						
S.No	Book Title	Author				
1	A Handbook on Corporate and Other Laws	C.C. Bhandari				
2	Elements of Mercantile Law	N.D. Kapoor				
NPTEL/ Youtube/ Faculty Video Link:						
Unit 1	https://youtu.be/xF-FkvmnXck					
Unit 2	https://youtu.be/bzIWiNIVc-A					
Unit 3	https://youtu.be/73GPL3WAmwI					
Unit 4	https://youtu.be/VdSI-hSHXIU					
Unit 5	https://youtu.be/fyJ3FviSy68					
Mode of Evaluation						
CIE					ESE	Total
ST1	ST2	ST3	TA1 5	Attendance 5		
20			10		60	100



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

GREATER NOIDA-201306

(An Autonomous Institute)

School of Management

Course Code: COBBA0251	Course Name: Advanced Excel for Decision Making	L	T	P	C
Course Offered in: BBA (online)		0	0	4	2

Pre-requisite: The student must understand basic computer terminology, must have knowledge of basic excel.

Course Objectives: To give learners the ability to effectively employ a variety of Excel's sophisticated functions and formulae for intricate computations and data processing. to instruct participants on the efficient creation, modification, and analysis of data using pivot tables and pivot charts. to provide participants the tools they need to use Excel macros to automate tedious operations and boost productivity.

Course Outcome: After completion of the course, the student will be able to

	Bloom's Knowledge Level (KL)
CO1	Recall and identify the basic features of MS Excel K4
CO2	Implement formulas and functions K6
CO3	Analyze Data using sorting, filtration & conditional formatting K4
CO4	Construct different Excel charts K6
CO5	Discuss Pivot Table and Macros in Excel K2

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	1	1	1	1	1
CO2	3	3	1	1	1	2
CO3	3	3	1	1	1	2
CO4	2	3	1	2	1	2
CO5	3	3	1	2	1	2

Course Contents / Syllabus

Module 1	Introduction to MS Excel	8 hours
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Features of MS Excel, Worksheets and Workbooks: Definition of Worksheets and Workbooks, Opening, Labeling and Naming Worksheets and Workbooks, Adding, Deleting and Saving, Worksheets and Workbooks, Format Worksheet Tabs, Reposition Worksheets, Inserting and Renaming Worksheets, Copy Worksheets, Set Print Titles, Headers/Footers, Page Margins, Page Orientation, Page Breaks. Cell, Cell pointer, Cell address, Change Font Styles and Sizes, Adding Borders and Colors to Cells, Changing Column Width and Row Height, Merge Cells

Module 2	Elements, Protection, Charts to a Work book	8 hours
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Adding, Modifying, cropping an image, rotating an image Images, compressing a Picture, Adding WordArt, Inserting AutoShapes, Adding Clip Art, Adding a Hyperlink, Protect worksheet, protect workbook, share workbook, track Changes. Chart elements: Titles, legend, data labels, creating a New Chart, Formatting the Chart, Types of charts, Using Chart Templates.

Module 3	Data Sorting, Filtering, Outline, Tools	8 hours
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Sorting by One Column, Sorting by Colors or Icons, Sorting by Multiple Columns, Sorting by a Custom List. Creating a Custom AutoFilter, Using an Advanced Filter. Group, Ungroup and Subtotals. Tables: Creating a Table, Entering Data into a Table, Sorting Data into a Table, Using Filters to Sort Tables, Data Validation, Consolidation

Module 4	Formulas & Functions in Excel	8 hours
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AVERAGE, AVERAGEIF and AVERAGEIFS, COUNT, COUNTA, COUNTIF, COUNTIFS, MAX MIN, MEDIAN, MODE. Date & time Functions: DATE, NOW, DAY, YEAR, MONTH, TIME, TODAY, WEEKDAY, DATEVALUE. VLOOKUP & HLOOKUP, Rate, Type, PV, FV, NPER, PMT, IPMT, CUMIPMT, NPV, IRR. Names, Defining Names, Using and Managing Defined Names

Module 5	Pivot Table s and Macros in Excel	8 hours
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PivotTable Layout, Grouping PivotTable Items, updating a PivotTable, formatting a PivotTable using Slicers to manipulate PivotTables, Creating a PivotChart. View Macros, Record Macros, Use relative References.

		Total Lecture Hours	40 hours	
Textbook:				
S.No	Book Title	Author		
1	Microsoft Office 2013: Illustrated introductory, first course. Stamford, CT:Cengage Learning, 2013.	D. Beskeen		
2	A to Z of MS EXCEL, A Book for Learners and Trainers, Amazon Digital Services LLC - KDP Print US.	Rinkoo Jainn		
Reference Books:				
S.No	Book Title	Author		
1	Excel 2010 Power Programming with VBA	John Walkenbach		
NPTEL/ Youtube/ Faculty Video Link:				
Unit 1	https://youtu.be/rduIHLghiLY			
Unit 2	https://youtu.be/9YHCyb9p10g			
Unit 3	https://youtu.be/yzH01AawU-4			
Unit 4	https://youtu.be/uisSkBOGIUM			
Unit 5	https://youtu.be/9bNBb3J2w_A			
Mode of Evaluation				
CIE			ESE	Total
ST1	ST2	ST3	TA1	Attendance
			5	5
20			10	60
				100