

OMKARA COLLEGE OF PROFESSIONAL EDUCATION

(A CONSTITUENT UNIT OF PATLIPUTRA UNIVERSITY, PATNA)

BBA 1st Year (Bachelor Of Business Administration)

Semester I

BBA-101: Principles Of Management

- Introduction To Management: Concept, Nature, Importance, Functions
- Evolution Of Management Thought: Classical, Neoclassical, Modern Approaches
- Planning: Types, Process, Objectives, Strategies, Policies
- Organizing: Structure, Departmentation, Authority, Delegation
- Staffing: Recruitment, Selection, Training, Development
- Directing: Leadership, Motivation, Communication
- Controlling: Process, Techniques, MBO, MIS
- Contemporary Issues In Management: Social Responsibility, Ethics, Globalization

BBA-102: Business Economics

- Introduction To Business Economics: Scope, Nature, Methodology
- Demand Analysis: Law Of Demand, Elasticity, Consumer Behavior
- Production And Cost Analysis: Production Function, Cost Concepts, Economies Of Scale
- Market Structures: Perfect Competition, Monopoly, Oligopoly, Monopolistic Competition
- Pricing Strategies: Cost-Plus, Marginal Cost, Price Discrimination
- National Income: Concepts, Measurement, Circular Flow
- Money And Banking: Functions, Money Supply, Commercial Banks, Central Bank
- Business Cycles: Phases, Causes, Effects, Control Measures

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Semester I

BBA-103: Business Mathematics

- Set Theory: Operations, Venn Diagrams, Applications In Business
- Functions And Relations: Types, Graphs, Business Applications
- Matrices And Determinants: Operations, Inverse, Applications
- Linear Programming: Formulation, Graphical Method, Simplex Method
- Differential Calculus: Limits, Derivatives, Maxima And Minima
- Integral Calculus: Indefinite And Definite Integrals, Applications
- Financial Mathematics: Simple And Compound Interest, Annuities, Depreciation
- Probability: Basic Concepts, Distributions, Expected Value

BBA-104: Financial Accounting

- Accounting Concepts: Principles, Conventions, Standards
- Accounting Process: Journal, Ledger, Trial Balance
- Subsidiary Books: Cash Book, Purchase Book, Sales Book
- Bank Reconciliation Statement: Preparation, Importance
- Depreciation Accounting: Methods, Calculations
- Final Accounts: Trading, Profit And Loss Account, Balance Sheet
- Inventory Valuation: FIFO, LIFO, Weighted Average
- Accounting For Non-Profit Organizations: Receipts And Payments, Income And Expenditure

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Semester I

BBA-105: Business Communication

- Communication Fundamentals: Process, Types, Barriers, Effectiveness
- Business Writing: Principles, Clarity, Conciseness, Courtesy
- Business Letters: Structure, Types, Formats
- Business Reports: Types, Structure, Preparation
- Oral Communication: Presentations, Meetings, Interviews
- Non-Verbal Communication: Body Language, Paralanguage, Proxemics
- Electronic Communication: Email, Video Conferencing, Social Media
- Cross-Cultural Communication: Cultural Differences, Adaptation Strategies

BBA-106: Computer Applications In Business

- Computer Fundamentals: Hardware, Software, Networks
- Operating Systems: Windows, Linux, Mac OS
- Word Processing: MS Word, Document Formatting, Mail Merge
- Spreadsheets: MS Excel, Formulas, Functions, Charts
- Presentations: MS PowerPoint, Slide Design, Animations
- Database Management: MS Access, Tables, Queries, Forms, Reports
- Internet Applications: Web Browsing, Email, Cloud Computing
- Business Software: Accounting Software, ERP, CRM
- Practical Component: Hands-On Exercises Using MS Office Applications, Internet Tools, And Basic Business Software.

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Semester II

BBA-201: Organizational Behavior

- Introduction To OB: Concept, Importance, Models, Challenges
- Individual Behavior: Personality, Perception, Learning, Attitudes
- Motivation: Theories, Applications, Techniques
- Leadership: Theories, Styles, Effectiveness
- Group Dynamics: Formation, Development, Norms, Cohesiveness
- Conflict Management: Types, Causes, Resolution Strategies
- Organizational Culture: Types, Creation, Maintenance, Change
- Organizational Change And Development: Process, Resistance, Interventions

BBA-202: Business Statistics

- Introduction To Statistics: Scope, Importance, Limitations
- Data Collection: Primary And Secondary Sources, Sampling Methods
- Data Presentation: Tables, Graphs, Diagrams
- Measures Of Central Tendency: Mean, Median, Mode
- Measures Of Dispersion: Range, Variance, Standard Deviation
- Correlation And Regression: Types, Calculation, Interpretation
- Index Numbers: Construction, Types, Uses
- Time Series Analysis: Components, Trend Analysis, Forecasting

BBA-203: Cost Accounting

- Introduction To Cost Accounting: Objectives, Scope, Importance
- Cost Concepts: Classification, Elements, Centers, Units
- Material Cost: Purchasing, Storing, Issuing, Valuation Methods
- Labor Cost: Time Keeping, Time Booking, Remuneration Methods
- Overhead Cost: Classification, Allocation, Apportionment, Absorption
- Methods Of Costing: Job, Batch, Contract, Process, Operating
- Marginal Costing: Break-Even Analysis, CVP Analysis, Decision Making
- Budgetary Control: Types Of Budgets, Preparation, Variance Analysis

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Semester II

BBA-204: Business Law

- Indian Contract Act: Formation, Performance, Breach, Remedies
- Sale Of Goods Act: Conditions, Warranties, Transfer Of Property
- Negotiable Instruments Act: Promissory Notes, Bills Of Exchange, Cheques
- Companies Act: Formation, Management, Winding Up
- Consumer Protection Act: Rights, Redressal Mechanism
- Intellectual Property Rights: Patents, Trademarks, Copyrights
- Information Technology Act: Digital Signatures, Cyber Crimes
- Competition Act: Anti-Competitive Agreements, Abuse Of Dominance

BBA-205: Principles Of Marketing

- Introduction To Marketing: Concept, Importance, Evolution, Functions
- Marketing Environment: Micro And Macro Factors, SWOT Analysis
- Consumer Behavior: Factors, Decision Making Process, Models
- Market Segmentation: Bases, Targeting, Positioning
- Product: Classification, Life Cycle, New Product Development
- Pricing: Objectives, Strategies, Methods
- Distribution: Channels, Wholesaling, Retailing, Logistics
- Promotion: Advertising, Personal Selling, Sales Promotion, Public Relations

BBA-206: Environmental Studies

- Introduction To Environmental Studies: Scope, Importance, Concepts
- Ecosystems: Structure, Function, Types, Energy Flow
- Natural Resources: Land, Water, Forest, Energy, Conservation
- Biodiversity: Types, Value, Threats, Conservation
- Environmental Pollution: Air, Water, Soil, Noise, Control Measures
- Climate Change: Global Warming, Ozone Depletion, Acid Rain
- Environmental Legislation: Acts, Policies, International Conventions
- Sustainable Development: International Conventions
- Sustainable Development: Concept, Principles, Strategies, Indicators
- Environmental Ethics: Human Values, Environmental Education, Awareness

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Semester III

BBA-301: Human Resource Management

- Introduction To HRM: Concept, Scope, Functions, Importance
- Human Resource Planning: Process, Forecasting, Job Analysis
- Recruitment And Selection: Sources, Process, Tests, Interviews
- Training And Development: Needs Assessment, Methods, Evaluation
- Performance Management: Objectives, Methods, Appraisal, Feedback
- Compensation Management: Wage Determination, Incentives, Benefits
- Industrial Relations: Trade Unions, Collective Bargaining, Disputes
- Contemporary Issues: Work-Life Balance, Diversity, Ethics, Technology

BBA-302: Financial Management

- Introduction To Financial Management: Objectives, Functions, Scope
- Time Value Of Money: Present Value, Future Value, Annuities
- Financial Analysis: Ratio Analysis, Funds Flow, Cash Flow
- Capital Budgeting: Methods, Risk Analysis, Decision Making
- Cost Of Capital: Components, Weighted Average, Optimal Structure
- Working Capital Management: Determinants, Financing, Cash Management
- Dividend Policy: Theories, Types, Factors Affecting
- Financial Markets: Money Market, Capital Market, Instruments

BBA-303: Production And Operations Management

- Introduction To POM: Concept, Scope, Importance, Functions
- Plant Location And Layout: Factors, Types, Evaluation
- Production Planning And Control: Objectives, Scheduling, Routing
- Inventory Management: Types, EOQ, ABC Analysis, JIT
- Quality Management: TQM, Six Sigma, ISO Standards
- Maintenance Management: Types, TPM, Breakdown Maintenance
- Supply Chain Management: Components, Integration, Optimization
- Recent Trends: Automation, Robotics, Industry 4.0

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Semester III

BBA-304: Research Methodology

- Introduction To Research: Meaning, Types, Process, Importance
- Research Problem: Selection, Formulation, Literature Review
- Research Design: Types, Components, Development
- Sampling: Methods, Size Determination, Errors
- Data Collection: Primary And Secondary Sources, Tools, Techniques
- Data Analysis: Quantitative And Qualitative Methods, Statistical Tools
- Report Writing: Structure, Format, Guidelines, Presentation
- Ethical Considerations: Plagiarism, Confidentiality, Informed Consent

BBA-305: Management Information Systems

- Introduction To MIS: Concept, Components, Functions, Importance
- Information Systems: Types, Architecture, Development Life Cycle
- Database Management Systems: Concepts, Models, Design
- Decision Support Systems: Components, Types, Applications
- Enterprise Resource Planning: Modules, Implementation, Benefits
- E-Commerce: Models, Applications, Security, Payment Systems
- Information Security: Threats, Controls, Policies, Compliance
- Emerging Trends: Cloud Computing, Big Data, AI, IoT

BBA-306: Business Ethics And Corporate Governance

- Introduction To Business Ethics: Concept, Importance, Theories
- Ethical Decision Making: Models, Factors, Dilemmas
- Corporate Social Responsibility: Dimensions, Approaches, Practices
- Environmental Ethics: Sustainability, Green Business, Eco-Friendly Practices
- Corporate Governance: Principles, Mechanisms, Best Practices
- Board Of Directors: Composition, Roles, Responsibilities
- Shareholders' Rights: Protection, Activism, Engagement
- Regulatory Framework: SEBI Guidelines, Companies Act, International Standards

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Semester IV

BBA-401: Entrepreneurship Development

- Introduction To Entrepreneurship: Concept, Types, Importance, Characteristics
- Entrepreneurial Process: Opportunity Identification, Evaluation, Exploitation
- Business Planning: Components, Preparation, Evaluation
- Financing New Ventures: Sources, Bootstrapping, Venture Capital, Angel Investors
- Small Business Management: Operations, Marketing, Finance, HR
- Family Business: Succession Planning, Governance, Challenges
- Women Entrepreneurship: Challenges, Support Systems, Success Stories
- Entrepreneurship Development Programs: Objectives, Structure, Evaluation

BBA-402: E-Commerce

- Introduction To E-Commerce: Concept, Evolution, Models, Benefits
- E-Commerce Infrastructure: Internet, Web, Mobile, Cloud
- E-Commerce Business Models: B2B, B2C, C2C, B2G
- Electronic Payment Systems: Credit Cards, E-Wallets, Mobile Payments
- E-Marketing: Strategies, Tools, Social Media Marketing
- E-Commerce Security: Threats, Encryption, Digital Signatures, Firewalls
- Legal And Ethical Issues: Privacy, Intellectual Property, Consumer Protection
- Future Trends: Mobile Commerce, Social Commerce, Voice Commerce

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Semester IV

BBA-403: International Business

- Introduction To International Business: Concept, Importance, Theories
- Globalization: Drivers, Impact, Challenges, Opportunities
- International Trade: Theories, Barriers, Agreements, Organizations
- Foreign Direct Investment: Types, Determinants, Impact
- International Business Environment: Political, Economic, Cultural, Legal
- International Marketing: Strategies, Market Entry Modes, Standardization Vs. Adaptation
- International Financial Management: Exchange Rates, Risk Management, Financing
- Global Supply Chain Management: Sourcing, Logistics, Distribution

BBA-404: Strategic Management

- Introduction To Strategic Management: Concept, Process, Importance, Levels
- Strategic Analysis: External Environment, Internal Environment, SWOT Analysis
- Strategy Formulation: Vision, Mission, Objectives, Corporate Strategy
- Business Level Strategies: Cost Leadership, Differentiation, Focus
- Strategy Implementation: Structure, Leadership, Culture, Resources
- Strategic Evaluation And Control: Techniques, Balanced Scorecard
- Corporate Restructuring: Mergers, Acquisitions, Joint Ventures, Alliances
- Contemporary Strategic Issues: Innovation, Sustainability, Digitalization

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Semester IV

BBA-405: Tax Planning And Management

- Introduction To Taxation: Concepts, Types, Principles, Objectives
- Income Tax: Residential Status, Heads Of Income, Deductions, Exemptions
- Tax Planning: Concept, Objectives, Methods, Limitations
- Tax Planning For Individuals: Salary, House Property, Capital Gains
- Tax Planning For Business: Depreciation, Expenses, Losses
- Goods And Services Tax (GST): Concept, Registration, Returns, Input Tax Credit
- Corporate Tax Planning: Capital Structure, Dividend Policy, Bonus Shares
- International Taxation: Double Taxation, Transfer Pricing, Tax Havens

BBA-406: Summer Training Report And Viva-Voce

- Students Are Required To Undergo A Summer Internship Of 6-8 Weeks In An Organization After The Completion Of Semester IV. The Internship Provides Practical Exposure To The Business Environment And Operations. Students Must Prepare A Comprehensive Report On Their Internship Experience And Submit It For Evaluation.
- The Summer Training Report Should Include:
 - Company Profile And Industry Overview
 - Department/Area Of Work During Internship
 - Objectives And Scope Of The Study
 - Methodology Adopted
 - Data Analysis And Findings
 - Learning Outcomes And Experience
 - Suggestions And Recommendations
 - Conclusion And References
- The Viva-Voce Examination Is Conducted To Assess The Student's Understanding Of The Organization, Industry, And The Work Performed During The Internship.

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BBA 3rd Year (Bachelor Of Business Administration)

Semester V

BBA-501: Investment Management

- Introduction To Investment: Concept, Objectives, Process, Types
- Financial Markets: Structure, Functions, Participants, Regulations
- Securities: Equity, Debt, Derivatives, Mutual Funds
- Risk And Return: Measurement, Relationship, Portfolio Theory
- Security Analysis: Fundamental Analysis, Technical Analysis
- Portfolio Management: Construction, Revision, Evaluation
- Asset Pricing Models: CAPM, APT, Factor Models
- Investment Strategies: Active, Passive, Tactical, Strategic

BBA-502: Consumer Behavior

- Introduction To Consumer Behavior: Concept, Importance, Models
- Consumer As An Individual: Perception, Learning, Motivation, Personality
- Consumer Attitudes: Formation, Measurement, Change Strategies
- Social And Cultural Influences: Family, Reference Groups, Culture, Subculture
- Consumer Decision Making Process: Problem Recognition, Information Search, Evaluation, Purchase, Post-Purchase
- Organizational Buying Behavior: Process, Influences, Models
- Consumer Research: Methods, Tools, Applications
- Contemporary Issues: Digital Consumer, Ethical Consumption, Cross-Cultural Behavior

BBA-503: Advertising And Sales Management

- Introduction To Advertising: Concept, Types, Functions, Importance
- Advertising Management: Planning, Budgeting, Execution, Evaluation
- Creative Strategy: Message Development, Appeals, Execution Styles
- Media Planning: Selection, Scheduling, Evaluation
- Sales Management: Functions, Organization, Strategies
- Sales Force Management: Recruitment, Training, Motivation, Compensation
- Sales Territories And Quotas: Design, Allocation, Evaluation
- Digital Advertising And Sales: Social Media, Mobile, Email, Analytics

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BBA 3rd Year (Bachelor Of Business Administration)

Semester V

BBA-504: Banking And Insurance

- Introduction To Banking: Functions, Types, Structure, Importance
- Central Banking: Functions, Monetary Policy, Credit Control
- Commercial Banking: Deposits, Loans, Services, Management
- Electronic Banking: Internet Banking, Mobile Banking, RTGS, NEFT
- Introduction To Insurance: Principles, Types, Functions, Importance
- Life Insurance: Products, Underwriting, Claims, Regulations
- General Insurance: Fire, Marine, Motor, Health, Liability
- Insurance Regulations: IRDA, Consumer Protection, Ombudsman

BBA-505: Retail Management

- Introduction To Retailing: Concept, Functions, Types, Importance
- Retail Environment: Trends, Challenges, Opportunities
- Retail Location: Site Selection, Trade Area Analysis, Location Strategies
- Retail Store Layout And Design: Types, Planning, Visual Merchandising
- Merchandise Management: Planning, Buying, Pricing, Inventory
- Retail Marketing: Strategies, Promotion, Customer Service
- Retail Information Systems: POS, Inventory Management, CRM
- E-Retailing: Models, Strategies, Challenges, Future

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Semester V

BBA-506: Project Report And Viva-Voce

- Students Are Required To Undertake A Research Project On A Business-Related Topic Under The Guidance Of A Faculty Supervisor. The Project Provides An Opportunity To Apply Research Methodology And Analytical Skills To Solve Real-World Business Problems.
- The Project Report Should Include:
 - Introduction To The Research Problem
 - Literature Review
 - Research Methodology
 - Data Collection And Analysis
 - Findings And Interpretation
 - Conclusions And Recommendations
 - References And Appendices
- The Viva-Voce Examination Is Conducted To Assess The Student's Understanding Of The Research Topic, Methodology, Findings, And Implications.

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Semester VI

BBA-601: Project Management

- Introduction To Project Management: Concept, Life Cycle, Importance
- Project Planning: Scope, WBS, Scheduling, Budgeting
- Project Organization: Structure, Roles, Responsibilities
- Project Scheduling: PERT, CPM, Gantt Charts
- Project Cost Management: Estimation, Budgeting, Control
- Project Risk Management: Identification, Analysis, Response
- Project Quality Management: Planning, Assurance, Control
- Project Closure: Evaluation, Documentation, Lessons Learned

BBA-602: Business Analytics

- Introduction To Business Analytics: Concept, Types, Importance
- Data Management: Collection, Cleaning, Integration, Governance
- Descriptive Analytics: Data Visualization, Reporting, Dashboards
- Predictive Analytics: Regression, Time Series, Machine Learning
- Prescriptive Analytics: Optimization, Simulation, Decision Analysis
- Big Data Analytics: Hadoop, Spark, NoSQL Databases
- Analytics Applications: Marketing, Finance, Operations, HR
- Ethical And Privacy Issues: Data Security, Compliance, Ethics

BBA-603: Rural Marketing

- Introduction To Rural Marketing: Concept, Importance, Challenges
- Rural Consumer Behavior: Characteristics, Influences, Decision Making
- Rural Market Environment: Demographic, Economic, Social, Cultural
- Rural Marketing Research: Methods, Tools, Applications
- Rural Marketing Mix: Product, Price, Place, Promotion Strategies
- Rural Distribution: Channels, Logistics, Supply Chain
- Rural Communication: Media Selection, Message Design, Effectiveness
- Case Studies: Successful Rural Marketing Initiatives In India

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Semester VI

BBA-604: Event Management

- Introduction To Event Management: Concept, Types, Importance
- Event Planning: Conceptualization, Feasibility, Objectives
- Event Organization: Team, Roles, Responsibilities, Timeline
- Event Marketing: Promotion, Sponsorship, Public Relations
- Event Logistics: Venue, Catering, Transportation, Accommodation
- Event Production: Staging, Lighting, Sound, Technology
- Event Risk Management: Safety, Security, Contingency Planning
- Event Evaluation: Metrics, Feedback, ROI, Reporting

BBA-605: Digital Marketing

- Introduction To Digital Marketing: Concept, Evolution, Importance
- Digital Marketing Strategy: Planning, Implementation, Evaluation
- Search Engine Marketing: SEO, SEM, PPC
- Social Media Marketing: Platforms, Strategies, Content Creation
- Email Marketing: List Building, Campaign Design, Automation
- Content Marketing: Types, Creation, Distribution, Measurement
- Mobile Marketing: Apps, SMS, Location-Based Marketing
- Digital Analytics: Tools, Metrics, Reporting, Optimization

BBA-606: Comprehensive Viva-Voce

- The Comprehensive Viva-Voce Is Conducted At The End Of The Program To Assess The Student's Overall Understanding Of Business Administration Concepts, Theories, And Applications. The Viva-Voce Covers All The Major Subjects Studied During The Three-Year BBA Program.
- The Viva-Voce Examination Evaluates:
 - Conceptual Clarity And Understanding Of Business Principles
 - Analytical And Problem-Solving Abilities
 - Application Of Theoretical Knowledge To Practical Situations
 - Communication And Presentation Skills
 - Current Awareness Of Business Trends And Developments
- The Examination Is Conducted By A Panel Of Internal And External Examiners Who Assess The Student's Performance Based On The Above Criteria.