



Sunbeam College for Women



Autonomous Post Graduate College
Accredited 'A' Grade by NAAC
BHAGWANPUR, VARANASI-221005 (U.P.)

B.B.A. I Sem.

ACADEMIC PLANNER

2025-26

| Programme/ Class: Degree | | Year: First | Semester: First |
|--|--|---------------------|-----------------------------|
| Course Major 1 | | | |
| Course Title: Business Economics | | | |
| Course outcomes: | | | |
| The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows – | | | |
| To provide knowledge about business economics. To provide knowledge about Demand Analysis. | | | |
| To Determine Production and cost analysis. | | | |
| To Make aware with pricing and profit management. | | | |
| Credits: 4 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | | |
| Unit | Topics | | No. of Lectures Total=40 |
| I | Introduction to Business Economics: Meaning and Definition Nature, Scope and uses of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle. | | 8 |
| II | Demand Analysis: Meaning and Definition Concept of Demand & its determinants; Price, Income & Substitution effects; Elasticity of demand: meaning, types, measurement and significance in managerial decisions; Demand Forecasting: Concept, objective, process and methods of demand forecasting. | | 10 |
| III | Production and Cost Analysis: Meaning and Definition Factors and Functions of Production; Law of variable proportion and laws of return to scale; various cost concepts and classification, Cost output relationship in short run & long run, Cost curves; Revenue Concepts; Economies and diseconomies of scale. | | 10 |
| IV | Pricing: Meaning and Definition Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Oligopoly, Duopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Concept of profit, Types and Functions of profit, Profit maximization, Break even analysis; Elementary idea of Inflation. | | 12 |
| Suggested Readings: | | | |
| 1. Varsney & Maheshwari, Managerial Economics | | | |
| 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases | | | |
| 3. D.N.Dwivedi, Managerial Economics | | | |
| 4. D.C.Huge, Managerial Economics | | | |
| 5. 5. Peterson & Lewis, Managerial Economics | | | |
| Suggested Continuous Evaluation Methods: | | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | | |
| Suggested equivalent online courses: | | | |
| Further Suggestions: | | | |

Sunbeam College for Women, Bhagwanpur

Business Economics (BBA I Semester 2025)

Reference Books:

1. Geetika, "Managerial Economics", McGraw-Hill Education 2nd Ed.
2. Thomas & Maurice, "Managerial Economics: Concepts and Applications" (SIE), , McGraw Hill Education, 9th Ed
3. Ahuja, H.L, "Managerial Economics", S.Chand, 8th Ed
4. Dwivedi, D.N., "Managerial Economics", Vikas Publication, 7th Ed
5. Mithani, D.M., "Managerial Economics- Theory and Applications", Himalaya Publications
6. Gupta, G., "Managerial Economics", McGraw-Hill Education (India) Pvt Limited
7. Seth, M.L., "Principles of Economics", Lakshmi Narain Agrawal Educational Publishers, Agra
8. Vaish & Sunderm, "Principles of Economics", Ratan Prakashan Mandir
9. Sahni Sangeeta, Tandon Shailesh, Kumar Vijya, Thakur Publications Pvt Ltd., LKO
10. Jhingan, M.L., Vyashthi Arthashastra, Vrinda Pub
11. Mishra, J.P., Vyashthi Arthashastra

Note- Latest edition of the text books should be used+A6

| S. N. | UNIT | MONTHS | WEEKS | LECTURES | TOPIC |
|-------|----------|-----------|-------|----------|---|
| 1 | I & II | September | 1st | 4 | Introduction: Meaning of Business Economics, Nature And Scope Of Business Economics, Uses |
| | | | 2nd | 4 | Fundamental Economic Tools- Incremental Concept, Principle of Time perspective, discounting principle, equi marginal principle. |
| | | | 3rd | 3 | Demand Analysis, Law Of Demand, Determinants of demand, Elasticity Of Demand, Concept And Measurement Of Elasticity Of Demand Price, Income Elasticity, Measurement, significance |
| | | | 4th | 4 | Cross Elasticity ,Determinants Of Elasticity Of Demand Importance Of Elasticity Of Demand |
| 2 | II & III | October | 2nd | 4 | Demand Forecasting, Process and methods of demand forecasting. Theory Of Cost: Short Run And Long Run Cost Curve, Traditional And Modern Approaches. |
| | | | 3rd | 3 | Factors and functions, Production Function: Law Of Variable Proportion; Law of Returns to scale, Cost output relation |
| | | | 4th | 1 | Cost curves, revenue concepts |
| | | | 5th | 3 | Economies and diseconomies of scale, Pricing-meaning, nature and types, characteristics. |
| 3 | III & IV | November | 1st | 1 | Monopoly: Meaning And Determination Of Price Under Monopoly; |
| | | | 2nd | 3 | Equilibrium Of A Firm/Industry; Oligopoly, Duopoly, Monopolistic Competition: Meaning And Characteristics |
| | | | 3rd | 4 | Price And Output Determination Under Monopolistic Competition. |
| | | | 4th | 4 | Profit maximization and inflation- concept, types and functions |
| | | | 5th | 4 | Break even analysis, Elementary idea of inflation |

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| Programme/Class: Degree | Year: First | Semester: First |
| Course Major 2 | | |
| Course Title: Basic Accounting | | |
| Course outcomes: | | |
| The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows – | | |
| To Introduce about Accounting Principles and other aspects of accounting. To provide knowledge about rectification of errors. | | |
| To make able about valuation of stocks. | | |
| To make aware with share and Debenture. | | |
| Credits: 4 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=40 |
| I | Introduction: Meaning, Importance, Utility and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts Accounting Cycle. | 8 |
| II | Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Preparation of final accounts along with adjustment entries. | 13 |
| III | Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes. | 10 |
| IV | Issue of shares and debentures, forfeiture of share, Reissue of Forfeited Shares, Issue of bonus shares and right issue, Redemption of preference shares and debentures. | 9 |
| Suggested Readings: | | |
| 1. Agarwal B.D., Advanced Accounting | | |
| 2. Chawla & Jain, Financial Accounting | | |
| 3. Chakrawarti K.S., Advanced Accounts. | | |
| 4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting | | |
| 5. Jain & Narang, Advanced Accounts | | |
| Suggested Continuous Evaluation Methods: | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

Sunbeam College for Women, Bhagwanpur, Varanasi

B.B.A(Bachelor of Business Administration) 1st Semester, 2025

Basic Accounting (Course Major 2); Credit :4

References;

1. Jain & Naranag, "Advanced Accounts", Jain Book Agency, 18th Edition

2. Gupta, R. L. & Radhaswamy, M., Financial Accounting: Sultan Chand and sons.

3. Shukla, S.M., Financial Accounting, Edition: 51st, Sahitya Bhawan Publications, 2017

4. Chakrawarti K.S., Advanced Accounts

| Sl. No. | Unit | Month | Week | No. of Lectures | Topics |
|---------|------|-----------|------|-----------------|---|
| 1 | | September | 1 | 5 | Introduction: Meaning, Importance, Utility and process of accounting |
| | | | 2 | 6 | Basic terminology of accounting; Difference between accounting and book keeping; Importance and limitations of accounting |
| | | | 3 | 5 | Various users of accounting information, Accounting Principles: Conventions and Concepts accounting cycle |
| | | | 4 | 6 | Accounting Equation, Dual aspect of accounting |
| 2 | I | October | 1 | 1 | Types of Accounts |
| | | | 2 | 6 | Rules of debit and credit; Preparation of Journal and Cash book including banking transactions |
| | | | 3 | 5 | Ledger and Trial Balance, Subsidiary books of accounts |
| | | | 4 | 2 | Preparation of final accounts along with adjustment entries |
| | | | 5 | 5 | Valuation of Stocks |
| 3 | II | November | 1 | 1 | Accounting treatment of depreciation, Reserves and provisions |
| | | | 2 | 5 | Rectification of errors, Preparation of bank reconciliation statement |
| | | | 3 | 6 | Bills of exchange and promissory notes; Issue of shares and debentures, forfeiture of shares |
| | | | 4 | 6 | Reissue of forfeited shares; Issue of bonus shares and rights issue |
| | | | 5 | 6 | Redemption of preference shares and debentures; Revision |
| | III | | | | |

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| Programme/Class: Degree | Year: First | Semester: First |
| Course Major 3 | | |
| Course Title: Principles of Management | | |
| Course outcomes: | | |
| The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows – To provide knowledge about management and its principles. | | |
| To provide knowledge about Managerial functions. | | |
| To make aware with management thinkers and their contributions. | | |
| Credits: 4 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=40 |
| I | Introduction: Concepts, objectives, nature, scope and significance of management, managerial rules Contribution of Taylor, Weber, Mintzbug and Fayol in management, Management Vs. administration.. | 9 |
| II | Planning: Concept, objectives, nature, importance and limitations of planning, planning process, Concept of Decision Making and its Importance, forms, techniques , process and limitations MBO. | 10 |
| III | Organizing: Concept, objectives, nature of organizing, Types of Organization, Organization Structures need and considerations of Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control. | 9 |
| IV | Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling | 12 |
| Suggested Readings: | | |
| <ol style="list-style-type: none"> 1. Pagare Dinkar, Principles of Management 2. Prasad L.M., Principles and Practice of Management 3. Satya Narayan and Raw VSP, Principles and Practice of Management 4. Srivastava and Chunawalla, Management Principles and Practice | | |
| Suggested Continuous Evaluation Methods: | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
| | | |
| Further Suggestions: | | |
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Sunbeam College for Women, Bhagwanpur, Varanasi

B.B.A(Bachelor of Business administration) 1st Semester, 2025

Principles of Management(Course Major 3)Credit :4

References;

1. Pagare Dinker,Principles of Management

2. Prasad L.M, principles and practice of management

3.satya Narayan and Raw VSP,Principles and Practice of Management

4.Srivastava and chuna walla,Management Principles and practice

| S.No | Unit | Activity | Month | Week | No.of Lectures | Topics |
|------|------|--|-------|------|----------------|--|
| 1 | 1 | Quiz on Management Thinkers and Principles | Sept | 1 | 4 | Introduction: Concept ,objectives,nature and scope of significance of management |
| | | | | 2 | 4 | Managerial rules Contribution of Taylor,Weber,Mintzberg |
| | | | | 3 | 3 | and Fayol in Management, Management vs. administration. |
| | | | | 4 | 4 | planning: concept ,objectives nature ,importance and limitations of planning, |
| 2 | 2 | Simulation based on case studies with presentation | Oct | 2 | 4 | Planning Process, Concept of decision making and its importance,forms and techniques |
| | | | | 3 | 3 | Process and limitation of MBO. |
| | | | | 4 | 1 | Organizing: Concept objectives, nature of organizing |
| | | | | 5 | 3 | Types of organisation,organisation structures need and |
| 3 | 3 | Visit to corporate, objective will be to experience a organisational structure | Nov. | 1 | 1 | consideration of delegation of authority |
| | | | | 2 | 3 | Authority and responsibility,centralization and decentralization,span of Control. |
| | | | | 3 | 4 | Directing: Concept ,Principles& aspects of directing,concept and types of Coordination |
| | | | | 4 | 4 | Concept of leadership,supervision,motivation and communication. |
| | | | | 5 | 4 | Controlling:Concept principle ,process and technique of Controlling,Relationship between planning and controlling. |

Sunbeam College for Women, Bhagwanpur, Varanasi

BBA I Semester (Session: 2025-26)

Art of Personal Selling

Vocational / Skill Development

Suggested Readings:

1. Cundiff, Still and Govani : Basic Marketing Concept, Decisions & Strategies
2. Philip Kotlar : Marketing Management
3. P.K. Shahu & K.C. Raut : Salesmanship & Sales Management
4. Amit Kumar : Fundamentals of Marketing
5. Pooja Goel & Manju Tanwar : Personal selling & Salesmanship

Lecture Plan

| Sl. No. | Unit | Month | Week | No. of Lectures | Topics |
|---------|------|-----------|------|-----------------|--|
| 1 | I | August | 1 | 2 | Market: Meaning and Definition of Market, Characteristics. |
| | | | 2 | 2 | Importance, Functions of market. |
| | | | 3 | 2 | Types of Market, Meaning, Function and Importance of Marketing. |
| | | | 4 | 3 | E-Marketing; Definition, features and types. |
| | | | 5 | 3 | Traditional Marketing: Concept, Definition, Features. |
| 2 | II | September | 1 | 2 | Modern marketing: Concept, Definition, Features. |
| | | | 2 | 3 | Difference between traditional and modern marketing concept, Promotion: meaning and objectives. |
| | | | 3 | 3 | Methods of promotion; Promotion strategies: push and pull strategies. |
| | | | 4 | 3 | Difference between push and pull strategies; AIDAS model. |
| 3 | III | October | 1 | 1 | Personal Selling : Meaning, origin and evolution of salesmanship. |
| | | | 2 | 3 | Nature, Objectives, Scope, Importance. |
| | | | 3 | 2 | Selling as a career (Career opportunities in Selling). |
| | | | 4 | 2 | Selling Process: Prospecting and Qualifying; Pre-approach; Approach. |
| | | | 5 | 2 | Presentation and demonstration; Handling of objections; Closing the sale; Post sales activities. |
| 4 | IV | November | 1 | 1 | Sales Personality: Requisites of effective salesmanship. |
| | | | 2 | 3 | Qualities of a good salesman, improving of the sales personality, Types of Salesman. |
| | | | 3 | 3 | Procurement of salesman, Remuneration of salesman, Training and development of salesman. |

Sunbeam College for Women, Bhagwanpur, Varanasi
BBA. First Semester
Art of Personal Selling (Vocational Paper)

| Reference Books: | | | | | |
|--|-------------|--------------|-------------|------------------------|---|
| Ajit kumar shukla ; Marketing Management | | | | | |
| P.K, Sahu & K. C. Raut, Salesmanship and Sales Management | | | | | |
| S. No. | Unit | Month | Week | No. of Lectures | Topics |
| 1 | I & II | September | 1st | 3 | Meaning & definition of Market, Characteristics, Importance, function, Types of market |
| | | | 2nd | 3 | Marketing: Meaning, function, importance, E-Marketing : Definition , features, Types |
| | | | 3rd | 3 | Traditional Marketing: Concept, definition, features, Modern Marketing: Concept, definition, features, |
| | | | 4th | 3 | Difference between traditional & Modern marketing concepts. Promotion: Meaning, objectives, Methods of promotion |
| 2 | II | October | 1st | 1 | Promotional strategies: Pull and Push strategies, Difference between Pull and Push strategies |
| | | | 2nd | 3 | AIDAS model, Personal Selling: Meaning, origin and evolution of salesmanship |
| | | | 3rd | 3 | Nature, objectives of personal selling, Scope, importance, Selling as a career |
| | III | | 4th | 2 | Selling Process: Prospecting and qualifying; Pre-approach, Approach; Presentation and demonstration; Handling of objections |
| | | | 5th | 3 | Closing the sale; Post sales activities. |
| 3 | IV | November | 1st | 1 | Sales Personality: Requisites of effective salesmanship, |
| | | | 2nd | 3 | qualities of a good Salesman |
| | | | 3rd | 3 | Improving of the sales personality, Types of Salesman |
| | | | 4th | 3 | Procurements of sales man |
| | | | 5th | 3 | Remuneration of sales Man, Training and development of sales Man |