



Sunbeam
College for Women



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

BBA II Sem.
ACADEMIC PLANNER
2025-26

Sunbeam College for Women, Bhagwanpur, Varanasi

BBA II Semester (Session: 2025-26)

Organisational Behaviour (BBA250201T)

References:

1. Bennis, W.G., Organisation Development
2. Breech Islwar, Oragnaistion-The Framework of Management
3. Dayal, Keith, Organisational Development
4. Sharma, R.A., Organisational Theory and Behavior
5. Prasad, L.M., Organisational Behavior

Lecture Plan

Sl. No.	Unit	Month	Week	No. of Lectures	Topics
1	I & II	February	1st	4	Introduction: Meaning and Definition
			2nd	4	Nature and scope of OB, Challenges and opportunities for OB, Organization Goals
			3rd	4	Models of OB, Impact of Global and Cultural diversity on OB. Individual Behavior: Concept
			4th	4	Personality, Perception and its role in individual decision making, Attitude: Job related Attitudes, Job Satisfaction, Learning,
2	II & III	March	1st	0
			2nd	4	Motivation, Hierarchy of needs theory, Theory X and Y and Z, Motivation- Hygiene theory, Vroom's expectancy theory.
			3rd	4	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations.
			4th	4	Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams,
			5th	1	Inter-group problems in organizational group dynamics, Management of conflict.
3	IV	April	1st	2	Management of Change: Change and Organisational development
			2nd	4	Resistance to change, Approaches to managing organizational change
			3rd	3	Organisational effectiveness, Organisational culture
			4th	4	Power and Politics in Organisation, Quality of work life, Recent advancements in OB.
			5th	4	Revision of the Units with Practice Questions

Activity

Industrial Visit in the Month
of April, 2026

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BBA II Semester (Session: 2025-26)

Marketing Theory and Practices (BBA2502021)

References:

1. Philip Kotler , Marketing Management
2. Rajan Saxena , Marketing Management
3. Dr. Amit Kumar; marketing Management (Sahitya Bhawan Publication, Agra)
4. Etzet, Walker, Stanton, Marketing

Lecture Plan

Sl. No	Unit	Activity	Month	Week	No. of Lectures	Topics
1	I	Students will do a Class activity based on STP- they will be divided into a group and each group will target a different segment like- teeneger, working professionals house wives and fitness lovers and they will explain why their segment is best and how they will market to them.	Feb.	1	3	Introduction to marketing; Definition, nature, scope and importance of marketing
				2	3	Definition and Objectives of Marketing Management, Core Concept of Marketing
				3	3	Selling concept, production concept, modern marketing concept, Societal Marketing, Green marketing, Concept of marketing Environment
				4	3	Market Segmentation; Concept, meaning and basis of segmentation, its importance in marketing
2	II		Mar.	1	1	Targeting concept, types and importance
				2	3	Positioning Concept, Important steps in product positioning, Repositioning
				3	2	Marketing mix; Definition, The element of Marketing Mix, product, types of product
				4	2	Product Mix, New product development, Product life cycle
3	III		April	1	2	Branding and Packaging; Distribution - Concept, importance, different types of distribution channels
				2	3	Factors affecting choice of distribution channel. Price- Meaning, objectives, factors influencing pricing, methods of Pricing, Promotion- promotional mix, tools, objectives, factors affecting promotion mix, media selection and management
				3	3	Marketing research; Definition, importance process and scope. Marketing Information system, meaning importance scope and components of marketing information system
				4	3	Consumer Behaviour: Concept Importance and factors influencing consumer behaviour
				5	1	Ethics in Marketing

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BBA II Semester (Session: 2025-26) Computer Application (BBA250203T)

Reference Books:

1. Computer Fundamentals-- P.K. Sinha & P. Sinha (BPB Publication)
2. Computer Fundamentals-- V. Rajaraman, PHI
3. Computer Applications and Networks-- Tannenbaum
4. Management Information Systems--"O" Brien

Lecture Plan

Sl. No.	Unit	Month	Week	No. of Lectures	Sub-Topic
1	I	February	1st	3	Concept & meaning, History & Generation of Computer, Computer in business
			2nd	3	Elements of computer system, Indian computing environment, Management of data processing system in Business organizations
	3rd		3	Programmes development cycle, Flow charting, Input Output Analysis, Programming Concept, Use of files in Programming	
	4th		3	Components of computer system Classification of computer, Computer languages, Computer software system, Software management	
2	II	March	2nd	3	Software development process, PC- software Packages; An introduction to Disk Operating system and windows, GUI, Other system softwares
	III		3rd	3	File design & Report design. MS Word: Meaning & Terminology of Word Processor
			4th	3	Editing and formatting of document, Mail merge
			5th	1	MS-Excel: Creation of spreadsheet application, Range, formulas & functions
3	III	April	1st	1	Data base functions in spreadsheet, Graphic on spreadsheet
			2nd	3	MS-Power Point; steps, Tips and physical Aspects of Presentation
			3rd	2	Creating, Editing and formatting a Slide, Power Point views
	4th		3	Data processing; Meaning & Data storage Hierarchy, modes of data processing, Data files types- Master & Transaction file, Data file structure, Data communications, Network Topologies	
	IV		5th	3	Network types- LAN, WAN, MAN & SAN; Relevance of data base management system, data base manager, Real time sharing, Online & Offline processing

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BBA II Semester (Session: 2025-26)

Business Ethics and Governance (BBA250204TM)

Reference Books:

1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers.
2. Chakraborty S.K., Human Values for Managers.
3. McCarthy, F.J., Basic Marketing.
4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.

Note: The latest edition of the textbooks should be used.

Lecture Plan

Sl. No.	Unit	Month	Week	No. of Lectures	Topics
1	I	February	1st	6	Introduction to Ethics: Concept, Meaning and Nature of Ethics
			2nd	6	Objectives and Scope of Ethics; Ethics, Values and Behaviour
			3rd	6	Development of Ethics; Relevance of Ethics and Values in Business; Arguments Against Business Ethics
			4th	6	Work Life in Indian Philosophy: Indian Ethos for Work Life; Indian Values for Work Place
2	II & III	March	1st	2	Work-Life Balance; Ethos of Vedanta in Management
			2nd	6	Hierarchism as an Organisational Value; Relationship between Ethics and Corporate Excellence
			3rd	5	Corporate Mission Statement
			4th	5	Code of Ethics; Organisational Culture; Total Quality Management (TQM)
			5th	1	Revision
3	III & IV	April	1st	3	Gandhian Philosophy of Wealth Management; Philosophy of Trusteeship
			2nd	6	Gandhi's Seven Greatest Social Sins; Knowledge Management and Wisdom Management
			3rd	5	Corporate Social Responsibility (CSR): Social Responsibility of business with respect to different stakeholders
			4th	6	Social Responsibility of Business: Arguments For and Against
			5th	4	Concept and Importance of Social Audit; Revision

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 BBA II Semester (Session: 2025-26)
 Vocational
 E-Taxation (Course code: 260213V)

References:

1. Dr. Vinod Kumar Singhania- Direct Taxes Ready Reckoner, Taxman Publication
2. Digital Taxation- A Holistic view, Taxman Publication
3. Nitin Verma- E-Commerce- Taxation Prospects & Challenges- Global vision Publishing House
4. IBFD- E-Commerce and Source Based Income Taxation

Lecture Plan

Sl. No.	Unit	Month	Week	No. of Lectures	Topics
1	I	Feburary	1st	2	Taxation- Definition, Purpose, Importance of taxation
			2nd	2	Types of taxes, Concept and types of Direct Taxes
			3rd	2	Concept and types of Indirect Taxes, Difference between Direct and Indirect Taxes
			4th	2	Tax Management, Tax Planning, Tax Evasion, Tax Avoidance
2	II	March	1st	1	Fundamental principles of taxtion
			2nd	2	Permanent Account Number (PAN): Meaning, importance, application process
			3rd	2	Tax Deduction and Collection Account Number (TAN), Aadhar-PAN linking
			4th	2	Digital Signature Certificate (DSC): Meaning, types, uses
	5th		2	E-Filing of returns: Concept of e-filing, Types of Income tax returns (ITR forms)	
3	III	April	1st	1	Registration on income tax e-filing portal, steps involved in e-filing of returns
	IV		2nd	2	Verification of returns (EVC, Aadhar OTP, DSC), E-filing of GST returns GSTR-1, GSTR-3B etc.)
			3rd	2	E-Payment of Taxes: Concept of e-payment, modes of online tax payment (Net banking, debit card, UPI etc.)
			4th	2	Challan ITNS 280, 281, 282
			5th	1	Advance tax and Self-assessment tax, refund process through electronic mode

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Vocational

Raag and Taal (240209V)

References:

1. Raag Parichaye Bhaag 1 (Harishchandra Srivastava)
2. Hindustani Sangeet Paddhati (Kramik Pustak Malika) V.N Bhatkhande

Lecture Plan

Sl. No.	Unit	Month	Week	No. of Lectures	Topics
1	I	January	2nd	2	Introduction to Swar, Basic Alankaar and Palta in Shudh Swar
			3rd	1	Introduction of Raag Bhupali, Elementary Knoweldge and Sargam Geet
			4th	2	Raag Bhupali Aaroh Avroh Pakad and Sargam Geet
			5th	2	Introduction of Raag Yaman, Elementary Knoweldge, Sargam Geet
2	II and III	February	1st	2	Knoweldge of Teen Taal
			2nd	2	Teen Taal & Keharva with Hand initials, Knoweldge of (Dugun, teegun chaugun)
			3rd	2	Definitions and Explanation of musical terms "Naad, Shruti and Sangeet"
			4th	2	Definitions of Saptak, Alankar, Thaata, Vaadi-Samvaadi
			2nd	2	Definitions of Taan, laaye Anuvadi pakad
			3rd	2	Definitions of Theka, Sam Taali Khali
			4th	2	Definitions of Meend, Kan and Alaap
4	IV	April	1st	1	Introduction of The Life Sketches of Indian Legends in Music
			2nd	2	Contributions of Pandit V.N Bhatkhande (Music)
			3rd	2	Contributions of Pandit V.D Paluskar (Music)
			4th	2	Career Guidamce in the field of Music, Knoweldge of Practical and Theoretical aspects
			5th	2	Practice of Raag Yaman and Bhopali

References:

1. A foundation course in Human Values and Professional Ethics by RR Gaur, R Sangal et al
2. JUSTICE What's the Right Thing to Do? Michael J Sandel
3. Human Values by A N Tripathi New Age International
4. Environmental Management by N K Uberoi
5. <https://www.un.org/sustainabledevelopment/sustainable-development-goals>
6. <https://www.india.gov.in/my-government-schemes>
7. <https://www.legislation.gov.uk/ukpga/2010/23/contents>
8. Daniel Kahneman, Thinking, Fast and Slow; Allen Lane Nov 2011 ISBN 9780141918921

Lecture Plan

Sl. No.	Unit	Month	Week	No. of Lectures	Topics
1	I	February	1st	2	Introduction Values, Characteristics, Types; Developing Value system in Indian Organisation; Values in Business Management; Value based Organisation; Trans cultural Human values in Management
			2nd	2	Swami Vivekananda's philosophy of Character Building; Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers Human Values and Present Practices Issues Corruption and Bribe , Privacy Policy in Web and Social Media
			3rd	2	Cyber threats ,Online Shopping etc; Remedies UK Bribery Act, Introduction to sustainable policies and practices in Indian Economy Secular and Spiritual Values in Management Introduction Secular and Spiritual values, features
			4th	2	Levels of value Implementation, Features of spiritual Values; Corporate Social Responsibility Nature, Levels, Phases and Models of CSR; Corporate Governance CSR and Modern Business Tycoons Ratan Tata, Azim Premji and Bill Gates
2	II	March	2nd	2	Holistic Approach in Decision making Decision making, the decision making process; The Bhagavad Gita Techniques in Management, Dharma and Holistic Management
			3rd	2	Discussion through Dilemmas -Dilemmas in Marketing and Pharma Organisations, moving from Public to Private - monopoly context , Dilemma of privatisation, Dilemma on liberalization, Dilemma on social media and cyber security, Dilemma on Organic food , Dilemma on standardization ,Dilemma on Quality standards
			4th	2	Ecosystem Concept, structure & functions of ecosystem producer, consumer, decomposer, foodweb, food chain, energy flow, Ecological pyramids

3	III	April	1st	2	Conservation of Biodiversity In situ & Ex situ conservation of biodiversity Role of individual in Pollution control; Human Population & Environment, Sustainable Development
			2nd	2	India and UN Sustainable Development Goals, Concept of circular economy and entrepreneurship; Environmental Laws
			3rd	2	International Advancements in Environmental Conservation; Role of National Green Tribunal, Air Quality Index
			4th	2	Importance of Indian Traditional knowledge on environment, Bio assessment of Environmental Quality; Environmental Management System, Environmental Impact Assessment and Environmental Audit