

(Applicable to the batch of students admitted in the academic year 2026-2027)

BBA (CBCS)

FACULTY OF MANAGEMENT, IIMC

# BBA

## I & II Semester Syllabus (CBCS)

(w.e.f. 2026-27)



### FACULTY OF MANAGEMENT

### INDIAN INSTITUTE OF

### MANAGEMENT & COMMERCE

### Autonomous College (UG & PG)

# 6-1-91, Khairatabad, Hyd- 500 004, T.S



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**BBA (CBCS)**  
BBA Programme - Course Structure


**FACULTY OF MANAGEMENT, IIMC**

**Semester I**

Sl. No.	COURSE CATEGORY	COURSE TITLE	CREDITS
1	Major Core	Principles & Practices of Management	5
2	Major Core	Basics of Business Economics	5
3	Major Core	Fundamentals of Marketing	5
4	First Language	English*	5
5	Second Language	Telugu/Hindi/Urdu etc	5
6	Non-CGPA Course	Basics of AI	
			<b>25</b>

**Semester II**

Sl. No.	COURSE CATEGORY	COURSE TITLE	CREDITS
1	Major Core	Financial Accounting	5
2	Major Core	Organizational Behaviour	5
3	Major Core	Business Statistics	5
4	First Language	English*	5
5	Second Language	Telugu/Hindi/Urdu etc	5
			<b>25</b>

  
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**BBA I SEMESTER  
PRINCIPLES & PRACTICES OF MANAGEMENT**

**CREDITS: 5**

**Marks: 70 + 30**

**Course Objectives:**

1. To define the nature, scope, and significance of management as both an art and a science, and to identify key managerial roles and functions.
2. To examine the evolution of management theories and understand the processes of planning and decision-making.
3. To analyze the principles of organizing, various organizational structures, and the concepts of authority, responsibility, delegation, and decentralization.
4. To study staffing processes, leadership and motivation techniques, communication networks, and control mechanisms.
5. To explore contemporary management issues, including digital transformation, data-driven decision-making, remote work practices, ethical leadership, and sustainability.

**Course Outcomes: Students will be able to**

1. Describe management concepts, its nature as both an art and a science, and identify key managerial roles and functions.
2. Analyze management theories and apply appropriate planning and decision-making techniques in organizational contexts.
3. Evaluate different organizational structures and implement effective delegation, authority, and decentralization strategies.
4. Demonstrate effective staffing, leadership, communication, and control practices in managerial settings.
5. Integrate digital transformation, data analytics, ethical considerations, and sustainability into modern management practices.

**Unit I Introduction to Management and Evolution Management Thought**

Definition, Nature & Scope of Management. Management as both art and science. Distinction between managers and administrators; Managerial Roles, Skills and Functions of Management.(POSDCCoRB).

*Case study topics: Levels and skills of Management*

**Evolution of Management Thought (Theories):** Classical (Max Weber Taylor, Fayol, Mayo), Human Relations (Mayo), Behavioural (McGregor and Maslow).

Approaches: Quantitative, Systems & Contingency approaches.

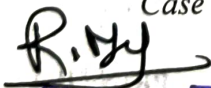
*Case study topic: Application of Management theories.*

**Unit II Planning and Decision Making**

**Planning:** Nature, Scope and Importance of Planning. Planning Process and types of planning. Types of plans: Single and multiple use plans (Objectives, Strategies, policies, Procedures and Rules etc.)

**Decision-Making:** Meaning, Types of decisions. steps in decision making process and challenges in decision making process.

*Case study topic: Planning process*



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- Unit III Organising**  
 Organisational Structure: Principles of organising, Formal vs informal, common Organisational structures. Departmentalisation. Line–staff authority. Span of control. Authority & Responsibility. Delegation & Decentralization.  
*Case study topics: Organisational Structure and Delegation of authority.*
- Unit IV Staffing and Directing & Controlling**  
**Staffing:** Recruitment: Meaning and sources. Selection: process and methods, Induction & Orientation and Training methods.  
*Case study topic: Recruitment sources.*  
**Directing:** Meaning, importance, Elements: Concepts of Leadership. Communication and it's process, channels and barriers. Concept of Motivation and Supervision.  
*Case study topic: Motivation.*
- Unit V Controlling and Coordinating**  
**Controlling:** Definition and importance, Function, , Types and Process of Control. Techniques of control and Relation between planning and control.  
*Case study topic: Controlling*  
**Coordination:** Definition, Need, types and techniques of co-ordination. Requisites for excellent co-ordination. Distinction between coordination and co-operation.  
*Case study topic: Coordination between Departments.*

**Suggested Reference Books**

- Prasad, L. M. (2020). *Principles and practice of management*. Sultan Chand & Sons.
- Ramasamy, T. (2018). *Principles of management*. Mumbai: Himalaya Publishing House.
- Koontz, H., & Weihrich, H. (2016). *Essentials of management*. Tata McGraw-Hill.
- Schermerhorn, J. R., & Bachrach, D. G. (2016). *Introduction to management* (13th ed.). Wiley.
- Tripathi, P. C., & Reddy, P. N. (2016) *Principles of management*. Tata McGraw- Hill Education.
- Robbins, S. P., Bergman, R., Stagg, I., & Coulter, M. (2014). *Management*. Pearson.
- Sr. Prof. D. Sreeramulu & Prof. S. Lakshmi Narasimham, *Principles & Practices of Management*, Tata Publications, First Edition, 2025

  
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**BBA I SEMESTER  
BASICS OF BUSINESS ECONOMICS**

**CREDITS: 5**

**Marks: 70+30**

**Course Objectives:**

1. To outline the scope and nature of business economics and explain key concepts such as scarcity, choice, opportunity cost, and marginalism.
2. To analyze demand & Supply, its determinants, the law of demand and Law of Supply, different types of elasticities, and forecasting methods.
3. To examine production functions, cost classifications, and break-even analysis for managerial decisions.
4. To study various market structures, their pricing strategies.
5. To understand various macro economic concepts; Business Environment.

**Course Outcomes:** Students will be able to

1. Apply economic principles such as scarcity, choice, opportunity cost, and marginalism in managerial decision-making.
2. Evaluate demand & Supply patterns using elasticity concepts and forecasting techniques.
3. Analyze production and cost relationships and perform break-even analysis.
4. Identify and assess market structures, pricing strategies.
5. Analyze the impact of macro economic factors in business decisions.

**Unit I** Business Economics: Meaning, nature, and scope; importance in decision-making; Relationship with other Disciplines; Micro vs. Macro Perspectives; Basic Economic Problems of an Economy: Scarcity, choice, and allocation of resources; Concepts – Opportunity Cost, Incremental principle, Equi-Marginal Principle, Time Perspective and Discounting Principles; Case study on concepts of business economics.

**Unit II Demand and Supply Analysis:**

Demand Concepts: Determinants of demand; Law of Demand; movement vs shift; Elasticities of Demand: Price, income, and cross elasticity – measurement of elasticities; Demand Forecasting: Objectives, Techniques of demand forecasting; Supply Analysis: Law of supply; determinants; supply elasticity (brief overview); Activity on Law of Demand.

**Unit III Production and Cost Analysis:**

Production Function: Cobb-Douglas Production Function; Law of Variable Proportions; Returns to Scale; Cost Concepts and Classification: Fixed, variable, total, average, and marginal costs; sunk cost and opportunity cost; Break-Even Analysis (BEP): Meaning, Linear & Non-Linear Analysis; Case study on Break-Even Analysis.

**Unit IV Market Structures and Pricing Strategies:**

Market Types: Characteristics and price-output determination under perfect competition, monopoly, monopolistic competition, and oligopoly - Kinked Demand Curve; Pricing Strategies: Price discrimination, price leadership, and other practical strategies; Activity on types of market structures.

  
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**BBA I SEMESTER  
FUNDAMENTALS OF MARKETING**

**CREDITS: 5**

**Marks: 70+30**

**Course Objectives:**

1. To define marketing, its core concepts, and distinguish it from selling.
2. To evaluate the micro and macro marketing environments and apply consumer market segmentation, targeting, and positioning strategies.
3. To analyze product classifications, life cycle management, and pricing methods for effective marketing decisions.
4. To assess promotion mix, distribution channel design management.
5. To examine online marketing, social media engagement, customer and partner relationship management (CRM and PRM), and green marketing practices.

**Course Outcomes:**

1. Define and explain marketing concepts, its evolution, and differentiate it from selling.
2. Analyze micro and macro marketing environments and apply segmentation, targeting, and positioning (STP) strategies effectively.
3. Design product strategies across various life cycle stages and implement pricing methods for competitive advantage.
4. Evaluate integrated promotion mix, distribution channels to enhance value delivery.
5. Examine and integrate digital marketing, social media, CRM/PRM systems, and sustainable marketing practices into business strategies.

**Unit I Unit I: Introduction to Marketing:**

Marketing: nature, scope and Importance; Functions of Marketing; core concepts; philosophies of marketing; Marketing Mix (4Ps & extended 7Ps overview); Marketing environment: Micro and macro

**Activity:** Each student will be assigned a product and shall develop an appropriate Marketing Mix (4Ps/7Ps) for the same.

**Unit II Segmentation, Targeting & Positioning (STP):**

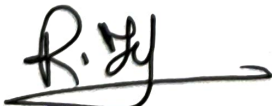
Marketing environment: Micro and macro factors; PESTLE framework and Market Segmentation: bases of segmenting consumer markets; Targeting: key factor considerations; Positioning: Concept, positioning strategies.

**Activity:** Students will be given a list of products/services and will identify the STP strategies applied to each.

**Unit III Product and Pricing Strategies:**

Product classification- Consumer; Product Life Cycle (PLC) and strategies used; Product line and product mix; Pricing: Objectives, methods and strategies, and factors influencing pricing decisions.

**Activity:** Identify and enlist different types of goods



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**Unit IV Promotion & Place Decisions:**

Promotion mix: Advertising, sales promotion, public relations, direct marketing; Place decisions: Distribution channels – types, channel management and channel conflicts.

**Activity:**


- Select five products and identify the type of distribution channel involved in delivering each product to the end consumer.
- In teams of 4–5 students, visit marketing organisations in the locality (such as retailers, wholesalers, or distributors) and document the key functions they perform.

**Unit V Emerging Trends in Marketing**

Online marketing, Social Media marketing, Customer Relationship Management (CRM) and Partner Relationship Management (PRM); Experiential marketing; Green and Sustainable marketing practices; and ethical considerations in modern marketing; basic concepts of Marketing Analytics.

**Suggested Reference Books**

- Saxena, R. (2019) *Marketing management*. Tata McGraw-Hill.
- Kotler, P., Armstrong, G., & Agnihotri, P. (2018). *Principles of marketing* (17th ed.). Pearson Education.
- Kotler, P., Armstrong, G., Agnihotri, P., & Haque, E. U. (2018) *Principles of marketing*. Pearson Education/Prentice Hall of India.
- Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing management: Global perspective Indian context*. Macmillan Publishers India Limited.
- Lamb, C. W., Hair, J. F., Sharma, D., & McDaniel, C. (2016). *Principles of marketing: A South Asian perspective*. Cengage Learning.
- Dr. B. Mohan Kumar, Dr. S. Lakshmi Narasimham & Ms. A. Sandhya, (2021) *Fundamentals of Marketing*, Tata Publications, Hyderabad.
- Sr. Prof. D. Sreeramulu, *Basics of Marketing*, Himalaya Publishing House, (2025).
- Prof. Y. Jahangir, Dr. D. Thirumala Rao & Ms. K. Swapna “*Basics of Marketing*” Vedashree Publishers (2024).

  
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