

CURRICULUM – WEB RESOURCES

Name of Programme : BBA

S.NO	YEAR	NAME OF SUBJECT	WEB RESOURCES
1	I - Semester	BBADSC01- Principles of Management	<ul style="list-style-type: none"> • https://www.toolshero.com/management/14-principles-of-management/ • https://open.umn.edu/opentextbooks/textbooks/69 • https://open.umn.edu/opentextbooks/textbooks/34 • https://openstax.org/subjects/business • https://blog.hubspot.com/marketing/management-principle
2	I - Semester	BBADSC02- Accounting for Managers - I	<ul style="list-style-type: none"> • https://ebooks.lpude.in/management/mba/term_1/dmgt403_accounting_formanagers.pdf • https://www.drnishikantjha.com/bookscollection/accounting%20for%20manageme%20nt%20for%20mba%20.pdf • https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles • https://en.wikipedia.org/wiki/singleentry_bookkeeping_system • https://www.profitbooks.net/what-is-depreciation
3	I - Semester	BBANSEC1 NME-Basics of Event Management	<ul style="list-style-type: none"> • https://ebooks.lpude.in/management/bba/term_5/dmgt304_event_management.pdf • https://www.inderscience.com/jhome.php?jcode=ijheminternational journal of hospitality & eventmanagement • https://www.emeraldgroupublishing.com/journal/ijefm • international journal of event and festival management • https://www.eventbrite.com/blog/?s=roundup • https://www.eventindustrynews.com/
4	I - Semester	BBASEC01- Managerial Communication	<ul style="list-style-type: none"> • https://www.managementstudyguide.com/business_communication.html • https://studiousguy.com/business-communication/ • https://www.oercommons.org/curated-collections/469 • https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/ • https://open.umn.edu/opentextbooks/textbooks/8
5	I - Semester	AECC1 Soft Skill- Presentation Skills	<ul style="list-style-type: none"> • https://ww2.amstat.org/meetings/jsm/2015/effectivepresentations.cfm • https://theintactone.com/2019/11/07/bc-u3-topic-13-factors-affecting-presentation/ • https://www.researchgate.net/figure/summary-of-the-advantages-disadvantages-and-materials-reported-for-bioreplication_tbl1_51196862 • https://www.quora.com/what-is-the-role-of-an-audience-in-making-a-presentation-good • https://blog.hubspot.com/marketing/easy-powerpoint-design-tricks-html

6	II - Semester	BBA DSC03 MARKETING MANAGEMENT	<ul style="list-style-type: none"> • http://eprints.stiperdharmawacana.ac.id/24/1/%5bphillip_kotler%5d_marketing_management_14th_edition%28book%29.pdf • https://mrcet.com/downloads/mba/digitalnotes/marketing%20management.pdf • https://www.enotesmba.com/2013/01/marketing-management-notes.html
7	II - Semester	BBA DSC04 Accounting for Managers II	<ul style="list-style-type: none"> • https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/ • https://efinancemanagement.com/financial-accounting/management-accounting • http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859 • https://www.wallstreetmojo.com/ratio-analysis/ • http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656
8	II - Semester	BBA DGE02 International Business	<ul style="list-style-type: none"> • https://online.hbs.edu/blog/post/international-business-examples • https://saylordotorg.github.io/text_international-business • https://www.imf.org/en/home • https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/ • http://www.simplynotes.in/e-notes/mbabba/international-business-management/
9	II - Semester	BBASEC2 NME- Managerial Skill Development	<ul style="list-style-type: none"> • https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63 • https://www.academia.edu/4358901/managerial_skill_development_pdf • https://www.academia.edu/4358901/managerial_skill_development_pdf • https://rccmindore.com/wp-content/uploads/2015/06/managerial-skillsall-units-ac.pdf • https://www.aisectuniversityjharkhand.ac.in/pdfdoc/study notes/mba/sem%201/mba-1-msd(managerial%20skill%20development).pdf
10	II - Semester	SEC3 Business Etiquette and Corporate Grooming	<ul style="list-style-type: none"> • http://osou.ac.in/eresources/dim-08-block-3.pdf • https://www.columbustech.edu/skins/userfiles/files/training%20manual%20-%20business%20etiquette%20(1).pdf • https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf • https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm • https://wikieducator.org/business_etiquette_and_grooming
11	II - Semester	Ability Enhancement Compulsory Course-AECC 2 Soft skill- Interview Skill	<ul style="list-style-type: none"> • https://www.businessmanagementideas.com/human-resource-management-2/types-of-interviews/types-of-interviews/20222 • https://www.vedantu.com/blog/punctuality-is-the-key-to-success • https://study.com/learn/lesson/negative-attitude-concept-examples.html • https://www.academia.edu/19393692/body_language

			<ul style="list-style-type: none"> • https://www.paulekman.com/nonverbal-communication/types-of-gestures/
12	III - Semester	BBA DSC 05 Organizational Behaviour	<ul style="list-style-type: none"> • https://www.iedunote.com/organizational-behavior • https://www.london.edu/faculty-and-research/organisational-behaviour • https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf
13	III - Semester	BBA DSC06 Financial Management	<ul style="list-style-type: none"> • https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/ • https://images.topperlearning.com/topper/revisionnotes/8006_topper_21_101_504_553_10201_financial_management_up201904181129_1555567170_5654.pdf financial management wiley online library
14	III - Semester	BBA DGE03 BUSINESS STATISTICS	<ul style="list-style-type: none"> • https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/ • https://ug.its.edu.in/sites/default/files/business%20statistics.pdf • http://www.statisticshowto.com • https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/ • https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/
15	III - Semester	SEC 4 Computer Applications in Business	<ul style="list-style-type: none"> • https://www.microsoft.com/en-us/microsoft-365/blog/ • https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18 • https://byjus.com/govt-exams/microsoft-word/ • https://edu.gcfglobal.org/en/google-forms/ • https://www.tutorialkart.com/tally/tally-tutorial/
16	III - Semester	Sec 5 Entrepreneurial Skill New Venture Management	<ul style="list-style-type: none"> • https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217 • https://core.ac.uk/download/pdf/98660713.pdf • https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf • https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm • https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786
17	III - Semester	AECC 3 Soft Skill- Salesmanship	<ul style="list-style-type: none"> • https://www.yourarticlelibrary.com/salesmanship/salesmanship-definition-importance-duties-and-types/50988 • https://www.forbes.com/sites/forbesbusinesscouncil/2021/10/05/14-essential-qualities-of-a-good-salesperson/ • https://www.manatal.com/blog/how-important-is-product-knowledge • https://www.revechat.com/blog/types-of-customers/ • https://www.salesforce.com/in/resources/articles/benefits-of-crm/
18	IV - Semester	BBA DSC 07 Business Environment	<ul style="list-style-type: none"> • https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/ • https://pestleanalysis.com/political-factors-affecting-business/

			<ul style="list-style-type: none"> • https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf
19	IV - Semester	BBA-DSC08:Business Regulatory Frame Work	<ul style="list-style-type: none"> • https://www.gkpad.com/sachin/06-22/bcom-business-regulatory-framework--1.html • http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/ • https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661 • https://www.himpub.com/bookdetail.aspx?bookid=1936&nb=&book_titlem=%20business%20regulatory%20framework
20	IV - Semester	BBA-DGE04: Operations Research	<ul style="list-style-type: none"> • https://www.rccmindore.com/wp-content/uploads/2021/04/operations-research.pdf • https://www.bbau.ac.in/dept/uiet/emer601%20operation%20research%20queuing%20theory.pdf • https://www.onlinemathlearning.com › linear-programming-example • https://www.kellogg.northwestern.edu › weber › notes_6_decision_trees
21	IV - Semester	SEC Tally	<ul style="list-style-type: none"> • https://www.tutorialkart.com/tally/tally-tutorial/ • https://sscstudy.com/tally-erp-9-book-pdf-free-download/ • https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/ • https://www.javatpoint.com/tally
22	IV - Semester	SEC Intellectual Property Rights	<ul style="list-style-type: none"> • https://nptel.ac.in/courses/110/105/110105139/ • https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf • https://ipindia.gov.in/ • https://www.tutorialspoint.com/explain-the-intellectual-property-rights • https://www.icsi.edu/media/webmodules/final_ipr&lp_book_10022020.pdf
23	IV - Semester	AECC 4 Soft Skill-IV- Leadership & Communication	<ul style="list-style-type: none"> • https://www.ccl.org/articles/leading-effectively-articles/characteristics-good-leader/ • https://jamesclear.com/goal-setting • https://en.wikipedia.org/wiki/communication • https://www.twinkl.co.in/teaching-wiki/reading-skills • https://professional.dce.harvard.edu/blog/10-tips-for-improving-your-public-speaking-skills/
24	V - Semester	BBA-DSC09-Human Resource Management	<ul style="list-style-type: none"> • https://mrctet.com/downloads/mba/digitalnotes/human%20resource%20management.pdf • http://kamarajcollege.ac.in/department/bba/iii%20year/e003%20core%2019%20-%20human%20resource%20management%20-%20vi%20sem.pdf • https://backup.pondiuni.edu.in/sites/default/files/hr%20management-230113.pdf • https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835 • http://14.139.185.6/website/sde/slm-iii%20sem%20bba%20human%20resource%20management.pdf

25	V - Semester	BBA-DSC10:Research Methodology	<ul style="list-style-type: none"> • https://mrcet.com/downloads/digital_notes/cse/mtech/i%20year/research%20methodology.pdf • https://kamarajcollege.ac.in/department/bba/iii%20year/04%20core%2016%20-%20research%20methodology%20-v%20sem%20bba.pdf • https://prog.lmu.edu.ng/colleges_cms/document/books/eie%20510%20lecture%20notes%20first.pdf • https://gurukpo.com/content/bba/researchmethod_in_mn gg.pdf • https://ebooks.lpude.in/commerce/mcom/term_2/dcom408_dmgt404_research_methodology.pdf
26	V - Semester	BBA-DSC11:Business Taxation	<ul style="list-style-type: none"> • https://www.gst.gov.in/ • https://gstcouncil.gov.in/ • https://taxguru.in/custom-duty/types-duties-customs.html • https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901 • https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india- explained/
27	V - Semester	BBA-DSC12:Management Information System	<ul style="list-style-type: none"> • https://www.tutorialspoint.com/management_information_system/management_information_system.htm • http://tumkuruniversity.ac.in/oc_ug/comm/notes/mis.pdf • https://nitsri.ac.in/department/electronics%20&%20communication%20engineering/mis-notes
28	V - Semester	BBA-DSE1A-Digital Marketing	<ul style="list-style-type: none"> • https://www.soravjain.com/ebook/ebook.pdf • https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners • https://www.optron.in/blog/digital-marketing/ • https://www.tutorialsduniya.com/notes/digital-marketing-notes • https://digitalmarketinginstitute.com/resources/ebooks
29	V - Semester	BBA-DSE 1B-Industrial Relations	<ul style="list-style-type: none"> • https://labour.gov.in/industrial-relations • https://www.srcc.edu/e-resources?field_e_resources_tid=447 • https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union • https://theintactone.com/2022/08/17/joint-management-councils/ • https://labourlawreporter.com/
30	V - Semester	BBA-DSE 1 C-Financial Services	<ul style="list-style-type: none"> • http://vskub.ac.in/wp-content/uploads/2020/04/financial-services-6th-sem.pdf • http://kamarajcollege.ac.in/department/bba/ii%20year/e003%20core%2011%20-%20financial%20services%20-%20iv%20sem.pdf • https://academyfinancial.org/journalfinancialremediesjournal • https://sist.sathyabama.ac.in/sist_coursematerial/uploads/sbaa1403.pdf
31	V - Semester	BBA-DSE3A: Consumer Behaviour	<ul style="list-style-type: none"> • https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457 • https://issuu.com/thenappanganesen/docs/e-bookconsumer_behaviour_11th_edition

			<ul style="list-style-type: none"> • https://www.youtube.com/watch?v=ssexfxwoeuc&list=plgqt-zaqqhj3nagn9jca18w5hpfeeudr • https://www.ebookbou.edu.bd/books/text/sob/mba/mba_4321/unit-01.pdf • https://www.iedunote.com/attitude-and-consumer-behavior
32	V - Semester	BBADSE3B: Innovation Management	<ul style="list-style-type: none"> • https://www.coursera.org/learn/innovation-management • https://sloanreview.mit.edu/tag/innovation-management/ • https://www.worldscientific.com/worldscinet/ijim • https://innovationmanagementsystem.com/wp-content/uploads/2020/03/introduction-to-ims-2020.pdf • https://www.scribd.com/document/554019056/innovation-management-notes-study-materials
33	V - Semester	BBADSE3C: Security Analysis & Portfolio Management	<ul style="list-style-type: none"> • www.stock-trading-infocentre.com • www.sebi.gov.in • https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/ • https://www.investopedia.com/terms/t/technicalanalysis.asp • https://groww.in/p/portfolio-management
34	VI - Semester	BBA-DSC13: Entrepreneurial Development	<ul style="list-style-type: none"> • https://www.iare.ac.in/sites/default/files/lecture_notes/iare_entrepreneurial_development_notes.pdf • https://www.hit.ac.in/download/lecturenote/mba/2ndsem/mba%202nd%20sem%20entrepreneurship%20development.pdf • https://www.hhrc.ac.in/eportal/commerce/i%20m.com.%20-%2018pco1%20-%20dr.%20r.%20sathru%20sangara%20velsamy%20&%20dr.%20p.%20sailaja.pdf • http://sdeuoc.ac.in/sites/default/files/sde_videos/entrepreneurship%20development.pdf
35	VI - Semester	BBA-DSC14: Services Marketing	<ul style="list-style-type: none"> • https://www.managementstudyguide.com/seven-p-of-services-marketing.htm • https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875 • https://www.marketingtutor.net/service-marketing/ • https://www.marketing91.com/service-marketing/ • https://www.marketing91.com/service-marketing-mix/
36	VI - Semester	BBA-DSC15 : Production and Materials Management	<ul style="list-style-type: none"> • https://mrcet.com/downloads/digital_notes/me/iii%20year/pom%20notes.pdf • https://www.iare.ac.in/sites/default/files/lecture_notes/iare_om_notes.pdf • https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf • https://ebooks.lpude.in/management/mba/term_4/dmgt525_materials_management.pdf • https://examupdates.in/materials-management-notes/
37	VI - Semester	BBA-DSE4A: Fundamentals of Logistics (or) BBA-DSE4B: E-Business (or) BBA-DSE4C: Strategic	<ul style="list-style-type: none"> • https://www.techtarget.com/searcherp/definition/logistics-management • https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/ • https://www.track-pod.com/blog/functions-of-logistics/ • https://www.projectmanager.com/blog/logistics-management-101

		Mangement	<ul style="list-style-type: none"> • https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf
38	VI - Semester	BBA-DSE4B: E-Business	<ul style="list-style-type: none"> • https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf • https://www.techtarget.com/searchcio/definition/e-business • https://www.britannica.com/technology/e-commerce • https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/ • https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf
39	VI - Semester	DSE4C: Strategic Management	<ul style="list-style-type: none"> • https://onlinelibrary.wiley.com/journal/10970266 • https://str.aom.org/teaching/all-levels • https://online.hbs.edu/courses/business-strategy/ • https://study.sagepub.com/parnell4e • https://www.strategicmanagement.net/
40	VI - Semester	Quantitative Aptitude I And Quantitative Aptitude II (2 hours each)	<ul style="list-style-type: none"> • www.m4maths.com • www.indiabix.com • https://www.123test.com/numerical-reasoning-test/ • https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html • https://playquiz2win.com/reasoning.html