

(Applicable to the batch of students admitted in the academic year 2025-2026)

BBA (CBCS)

FACULTY OF MANAGEMENT, IIMC

BBA
I Semester Syllabus (CBCS)
(w.e.f. 2025-26)



FACULTY OF MANAGEMENT
INDIAN INSTITUTE OF
MANAGEMENT & COMMERCE
Autonomous College (UG & PG)

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

R.Y

Chairman
Board of Studies
Dept. of Business Administration

D. Rao

Dean (Academic)
Indian Institute of Management and Commerce
6-1-91, Khairatabad, Hyderabad-500 004.

PRINCIPAL

Indian Institute of Management & Commerce
Sri Mata Jyotsna Devi Women's University,
Hyderabad-500 007, T.S., India.

Anitha

(Applicable to the batch of students admitted in the academic year 2025-2026)

BBA (CBCS)

FACULTY OF MANAGEMENT, IIMC

BBA Programme - Course Structure

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
			25

R. S. J.

Chairman

Board of Studies

Dept. of Business Administration

D. Prasad

Dean (Academic)

Indian Institute of Management and Commerce
8-1-81, Khairatabad, Hyderabad-500 007

AK

PRINCIPAL
Indian Institute of
Management & Commerce

Prasad

CHAIRMAN
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
Hyderabad-500 007, T.S., India.

(Applicable to the batch of students admitted in the academic year 2025-2026)

BBA (CBCS)

FACULTY OF MANAGEMENT, IIMC

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

CREDITS: 5

Marks: 70 + 30

Course Objectives:

- To define management, its nature, scope, and dual role as an art and science, and identify managerial roles and functions.
- To examine the evolution of management theories and understand planning types, processes, and decision-making steps.
- To analyze principles of organizing, types of organizational structures, authority, responsibility, delegation, and decentralization.
- To study staffing processes, directing techniques, communication channels, and control mechanisms.
- To explore digital transformation, data-driven decision-making, remote work, ethical management, and sustainability.

Course Outcomes: Students will be able to

- Explain management concepts, its art-science duality, and managerial roles and functions.
- Assess management theories and apply planning types and decision-making processes.
- Evaluate organizational structures and implement authority, responsibility, delegation, and decentralization.
- Execute staffing, directing, communication, and control processes effectively.
- Address digital transformation, data-driven decisions, remote work, ethical practices, and sustainability in management.

Unit I - Introduction to Management

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

Unit II - Management Thought & Fundamentals of Planning

Evolution of Management Thought: Classical (Taylor, Fayol, Max Weber), Human Relations (Mayo), Behavioral (McGregor), Systems & Contingency approaches; Planning: Importance, Objectives, Steps, Types (strategic, tactical, operational), MBO; Decision-Making: Meaning, Steps in process.

Unit III - Organizing

Organizational Structure: Principles of organizing, Formal vs informal, common organizational structures, departmentalization, line-staff authority, span of control ; Authority & Responsibility; Delegation & Decentralization.



Chairman



Dean (Academic)

Indian Institute of Management and Commerce
6-1-01, Khairatabad, Hyderabad-500 004.



PRINCIPAL
Indian Institute of Management and Commerce
CHAIRMAN
IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY,
Hyderabad-500 007, T.S., India

(Applicable to the batch of students admitted in the academic year 2025-2026)

BBA (CBCS)

FACULTY OF MANAGEMENT, IIMC

Unit IV -Staffing, Directing & Controlling

Staffing: Recruitment, Selection, Induction & Orientation; Directing: Meaning, Elements, Importance, Supervision, Coordination; Communication: Process, channels, barriers; Control Mechanisms: Types of control, Steps and Challenges.

Unit V - Contemporary Challenges & Trends

Digital Transformation in Management: Meaning and Scope; Data Driven Decision Making: Meaning and Significance; Remote Work and Hybrid Teams; Ethics in Management; Sustainability: Meaning and Importance.

Suggested Reference Books

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



Chairman

Board of Studies
Dept. of Business Administration



Dean (Academic)

Indian Institute of Management and Commerce
#1-01, Khairatabad, Hyderabad-500 004.




CHAIRMAN
BOS IN BUSINESS MANAGEMENT
PRINCIPAL OSMANIA UNIVERSITY,
Indian Institute of Management & Commerce
Hyderabad-500 007, T.S., India.

(Applicable to the batch of students admitted in the academic year 2025-2026)

BBA (CBCS)

FACULTY OF MANAGEMENT, IIMC

**BBA I SEMESTER
BASICS OF BUSINESS ECONOMICS**

CREDITS: 5

Marks: 70+30

Course Objectives:

- To define business, profession, and employment, and evaluate sole proprietorship, partnership, Cooperatives and company forms.
- To outline business economics, its scope, and concepts of scarcity, choice, opportunity cost, and marginalism.
- To analyze demand, its determinants, law of demand, elasticities, and forecasting methods.
- To examine production functions, cost classifications, and break-even analysis.
- To study market structures, pricing strategies, and inflation.

Course Outcomes: Students will be able to

- Distinguish business, profession, and employment, and assess business organization forms.
- Apply scarcity, choice, opportunity cost, and marginalism in economic decisions.
- Evaluate demand, its law, elasticities, and forecasting techniques.
- Analyze production, costs, and break-even points.
- Identify market structures, pricing strategies, and inflation effects.

Unit I - Introduction to Business

Concepts of Business, Profession, Employment; Forms of Business Organization: Sole Proprietorship, Partnership, Cooperatives and Company Form - Characteristics, Advantages and Disadvantages.

Unit II - Basic Economic Concepts

Business Economics: Definition, Nature & Scope of Business Economics; Micro vs Macro perspectives, Relationship with other disciplines; Scarcity, Choice, Opportunity cost, Incremental cost, marginalism, equi-marginal principle;

Unit III -Demand Analysis

Demand Concepts: determinants, law of demand, movement vs shift, price/ income/ substitution effects; Elasticities: price, income, cross; Demand Forecasting: Methods.

Unit IV -Production & Cost Analysis

Production Function: short- and long-run concepts, law of variable proportions, returns to scale; Cost Concepts & Classification: fixed/ variable, average/ marginal, sunk, opportunity cost; Break-Even Analysis (BEP): Definition.

R.Y.

Chairman

Board of Studies

Dept. of Business Administration

D. P. Rao

Dean (Academic)

Indian Institute of Management and Commerce
6-1-61, Khairatabad, Hyderabad-500 004.

AK

Anitha
CHAIRMAN
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY,
Hyderabad-500 007, T.S., India.
Principal
Management & Commerce

(Applicable to the batch of students admitted in the academic year 2025-2026)

BBA (CBCS)

FACULTY OF MANAGEMENT, IIMC

Unit V - Market Structures & Pricing Strategies

Market Types: features of perfect competition, monopoly, monopolistic competition, oligopoly; Pricing strategies; Inflation: Definition.

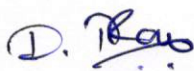
Suggested Reference Books

- Dwivedi, D. N. (1980). *Managerial economics*. Vikas Publishing House.
- Maheshwari, Y. (2012). *Managerial Economics*. PHI Learning Pvt. Ltd..

- Mehta, P. L. (1995). *Managerial Economics: Analysis, Problems and Cases*. Sultan Chand & Sons.
- Ahuja, H. L. (2017). *Business economics* (9th ed.). S. Chand & Company.
- Varshney, R. L., & Maheshwari, K. L. *Managerial economics*. New Delhi: Sultan Chand & Sons.



Chairman
Board of Studies
Dept. of Business Administration



Dean (Academic)
Indian Institute of Management and Commerce
6-1-91, Khairatabad, Hyderabad-500 004



CHAIRMAN
BOARD IN BUSINESS MANAGEMENT
Indian Institute of Management & Commerce
OSMANIA UNIVERSITY,
Hyderabad-500 007, T.S., India



**BBA I SEMESTER
FUNDAMENTALS OF MARKETING**

CREDITS: 5

Marks: 70+30

Course Objectives:

- To define marketing, its core concepts, and distinguish it from selling, addressing marketing myopia.
- To evaluate micro/macro marketing environments and apply consumer market segmentation, targeting, and positioning.
- To analyze product classifications, life cycle management, and pricing methods.
- To assess integrated marketing communications, distribution channel design, and logistics.
- To examine online marketing, social media, CRM, PRM, and green marketing practices.

Course Outcomes: Students will be able to

- Define marketing, distinguish it from selling, and recognize marketing myopia.
- Analyze marketing environments and execute segmentation, targeting, and positioning.
- Classify products, manage product life cycles, and apply pricing strategies.
- Implement promotion strategies and design distribution channels and logistics.
- Utilize online marketing, social media, CRM, PRM, and sustainable marketing.

Unit I - Introduction to Marketing

Foundations of Marketing: Definitions, core marketing concepts: Needs, wants and demand, evolution of Marketing; marketing vs selling & Marketing Myopia; Marketing Mix.

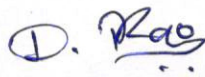
Unit II - Marketing Environment and Segmentation



Marketing Environment: Micro/ macro factors; Segmentation: Definition, Bases for consumer market segmentation; Targeting - Definition, Key Factor Considerations & Positioning.

Unit III - Marketing Mix: Product & Pricing Strategies

Product: Product levels, classification; Product Life Cycle Management; Pricing Strategies: setting the price, pricing methods, factors influencing pricing.


Chairman
Board of Studies
Dept. of Business Administration


Dean (Academic)
Indian Institute of Management and Commerce
8-1-81, Khairatabad, Hyderabad-500 004.



CHAIRMAN
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY,
Indian Institute of Management & Commerce
Hyderabad-500 007, T.S., India.

(Applicable to the batch of students admitted in the academic year 2025-2026)

BBA (CBCS)

FACULTY OF MANAGEMENT, IIMC

Unit IV - Marketing Mix: Promotion & Place decisions

Integrated Marketing Communications (IMC): meaning, elements of IMC; Advertising, Sales promotion, Public relations; Distribution Channels: Role, design, intermediaries; Logistics: Introduction;

Unit V - Emerging Trends in marketing

Online Marketing; Social Media - Role and Significance; CRM, PRM, Experiential Marketing, Green and Sustainable Marketing Practices.

Suggested Reference Books

- Kotler, P., Armstrong, G., & Agnihotri, P. (2018). *Principles of marketing* (17th ed.). Pearson Education.
- Kotler, P., Armstrong, G., Agnihotri, P., & Haque, E. U. *Principles of marketing*. Pearson Education/Prentice Hall of India.
- Saxena, R. *Marketing management*. Tata McGraw-Hill.
- 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.



Chairman
Board of Studies
Dept. of Business Administration



Dean (Academic)
Indian Institute of Management and Commerce
6-1-91, Khairatabad, Hyderabad-500 004.



CHAIRMAN
PRINCIPALS IN BUSINESS MANAGEMENT
Indian Institute of Management and Commerce
OSMANIA UNIVERSITY,
Hyderabad-500 007, T.S., India.