



Rayat Shikshan Sanstha's

Sadguru Gadage Maharaj College , Karad

(An Autonomous College)
Affiliated to Shivaji University, Kolhapur

Faculty of Commerce and Management

Syllabus For

BBA Part I (Sem - I) (CBCS)

**(Regulations in accordance with National
Education Policy to be implemented from
Academic Year 2023-24)**

(Subject to the modifications that will be made from
time to time)



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Syllabus For

BBA Part I (Sem I & II) (CBCS)

(Regulations in accordance with National Education Policy to be implemented from Academic Year 2023-24)

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Sadguru Gadage Maharaj College , Karad

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

Program

Under the Faculty of Commerce and Management

(Regulations in accordance with National Education Policy to be Implemented from Academic Year 2023-24)

1. Title

The degree shall be titled as 'Bachelor of Business Administration' under the faculty of commerce with effect from the academic year

B.B.A. Sem I & II from Academic Year 2023-24

2. Program Objectives

The prime objective of this program is to prepare students to take up startups and entrepreneurship on the basis of availability of local resources so to help the nation self-

reliance. This program also designs to the students to take up jobs in the commerce and industry of local, regional and national repute.

The program is going to develop student to take up higher education and verticals in the education at tier – I level of reputed educational institutes.

Program Educational Outcomes (PEOs):

After completing the BBA course, the students would be able to:

PEO1: Acquire the managerial professional attributes and be capable of decision making by applying the knowledge of management discipline.

PEO2: Acquire certain basic skills and aptitudes to be helpful in taking up any particular activity in a business.

PEO3: Explore the entrepreneurial quality, aptitude and start new business venture with innovative ideas.

PEO4: Become knowledgeable in specialized area of management like human resource, finance, marketing, business analytics, computer application etc.

PEO5: To inculcate global view of the industrial and organization establishment and their functions which support the business system.

PEO6: Demonstrate competency in the business disciplines.

PEO7: Prepare students to undertake post graduation management programme.

Program Outcomes (POs):

After completing the BBA course, the students would be able to:

PO1. Identify the different functional aspects of business world and recognize different opportunities of business.

PO2. Acquire the different employability skills, entrepreneurial skills necessary for the professional attitudes.

PO3. Recognize and solve business problem in an ethical manner.

PO4.Demonstrate a global outlook with the ability to identify aspects of the global business and cross cultural understanding.

PO5.Identify the problems and challenges and inculcate the capability to cope with the spontaneous changes.

PO6.Analyze the importance of innovation and research, tackle the contemporary needs and accordingly grab the opportunities.

PO7.Develop effective and oral communication especially in business applications, with the use of appropriate technology.

Nature of Question Paper and scheme of marking

QUESTION PAPER PATTERN

FOR ALL SEMESTERS

Duration: 2.5 Hours

Total Marks – 60

Instructions: -

- 1) All Questions are compulsory
- 2) Figures to the right indicate marks

Q.1 Broad Question	15
OR	
Q.1 Broad Question	15
Q.2 Write Short Answers (Any Three)	30
a)	
b)	
c)	
d)	
e)	
Q.3 Write Short Notes (Any Three)	15
a)	
b)	
c)	
d)	
e)	

Nature of Question Paper and scheme of marking

QUESTION PAPER PATTERN FOR

ALL SEMESTERS

Duration: 1.5 Hours

Total Marks – 30

Instructions: -

- 1) All Questions are compulsory
- 2) Figures to the right indicate marks

Q.1 Broad Question	10
OR	
Q.1 Broad Question	10
Q.2 Write Short Answers (Any Two)	10
a)	
b)	
c)	
d)	
Q.3 Write Short Notes (Any Two)	10
a)	
b)	
c)	
d)	

CBCS BBA List of Courses (Subject)

First Year B.B.A.			
Semester-I		Semester-II	
Course Code	Course(Subject)	Course Code	Course(Subject)
Major (Mandatory)			
N-MJT-BBA -A1	Fundamental of Business Management	N-MJT -BBA- A3	Indian Ethos in Management
N-MJT-BBA - A2	Marketing Management	N-MJT -BBA- A4	Human Resource Management
Minor			
		N-MNT -BBA- I	Accounting for Managers
Open Elective (OE)			
N-OET- BBA-A1	Micro Economics	N-OET- BBA-A2	Macro Economics
N-OET- BBA-H1	Insurance and Banking	N-OET-BBA-H2	Business Environment
Vocational Skill Course(VSC)			
N-VSCT-BBA- I	IT Skills	N-VSCT-BBA- II	Computing Skills
Skill Enhancement Course			
N- SECT- BBA - I	Soft Skills	N-SECT -BBA- II	Personality Development
Ability Enhancement Course (AEC)			
N- AECT-BBA - I	English for Business Communication I	N-AECT -BBA- II	English for Business Communication II
Value Education Courses (VEC)			
N-VECT -BBA- I	Democracy , Election and Good Governance	N- VECT -BBA- I	Constitutions of Indian & Local Self Govt.
Indian Knowledge System (IKS)			
N- IKST-BBA - I	Ancient Indian Management		-
Co- curricular Courses			
N-CCTP - BBA-D1	NCC/NSS/Cultural/Yoga/Sports/Health & Wellness	N-CCTP -BBA- D2	NCC/NSS/Cultural/Yoga/Sports/Health & Wellness
<p>*The syllabus for Skill Enhancement Courses (Value Education Courses (VEC), Co- curricular Courses) is provided onCollege website, which are common for all graduate.</p>			

BBA-I-Sem-I Fundamental of Business Management N-MJT-BBA -A1		
Course Outcomes	<p>After the completion of the course, students will be able to :</p> <ol style="list-style-type: none"> 1. Know, comprehend, apply, analyze, synthesize and evaluate the basic fundamentals of managing organizations. Students will complete specific activities, as identified in the syllabus, related to each of the four functions of management: planning, organizing, leading and controlling. 2. Develop a working knowledge of fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Leading and Controlling. 3. Analyze organizational case situations in each of the functions of management. 4. Identify and apply appropriate management techniques for managing contemporary organizations 5. Develop a working knowledge of fundamental terminology and frameworks of business. 6. Understand skills, abilities, and tools needed to obtain a job on a management track in an organization of their choice. 	
Total hours of Teaching : 60		Lecture /week : 04
Total Marks : 100		Theory : 60
		Credit Points : 04
		Internal : 40
Syllabus Contents:		
Unit:I	<p>An Introduction to Management Meaning and Definition of Management, Evolution of Management thoughts, Contribution of F.W.Taylor, Frank and Lillian Gilbreth, Role of managers and Managerial Skill, Levels of Management, Concept of PODSCORB</p>	15 Hours
Unit:II	<p>Functions of Management A) Planning: Meaning, Forecasting Vs. Planning, steps in Planning process, types of planning B) Organizing: Meaning, Process. C) Staffing- concept, Functions and Process of Staffing, Recruitment concept and sources, Selection Process D) Directing- concept, Elements of Directing: Supervision-Motivation-Leadership-Communication, Techniques of Directing E) Controlling – concept, steps in control process, Techniques of controlling</p>	15 Hours
Unit: III	<p>Setting Up of a Business Enterprise Meaning and definition of business, Nature and Types of business, Functions of business, Forms of business organization, Types of Business , Identification of ideas and opportunities, Influencing factors while setting up of business enterprise , Feasibility report of a business enterprise , Size and location of Business enterprise , licensing and legal formalities to start a new business enterprise.</p>	15 Hours

<p>Unit: IV</p>	<p>Trends in Management A) Business Ethics- Definition and its relevance to Business, Historical Perspective of Ethics, Global perspectives on business ethics. Approaches to managerial ethics. B) Social Responsibility-concept, History & Evolution of CSR, areas of Social Responsibility in business C) Strategic Management: Concept, Levels of Strategy, Different type of Strategies.</p>	<p>15 Hours</p>
<p>Suggested Practical Work or Field Work:</p> <ol style="list-style-type: none"> 1. Visit a factory in your area and prepare the organization chart showing various levels of management and their functions. 2. Visit a foundry or other manufacturing unit in your area and enlist the motions performed by the workers and comment on their necessity and sequence. 3. Study the staffing policy and sources of a local co-operative sugar factory /spinning mill or a private company. 4. Study how management functions are performed in any organization. 5. Study the annual report of any public limited company/bank for recording the activities under the CSR. 6. Study the product strategy adopted by big automobile manufacturing like Suzuki, Tata, Hyundai. 7. Study Bible from the view point of management philosophy. 8. Enlist the management lessons narrated in Quran 9. Any other practical based on the syllabus. <p>Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.</p>		
<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Essentials of Management by Koontz and Weihrich ,McGraw-Hill Publication 2. Principles of Business Management-Dr.S.C.Saxena-Sahitya Bhawan Publication 3. Principles of Management by R.N.Gupta- S.Chand Publication 4. Principles of Management by Rajeesh Vishwanthan- Himalaya Publishing House 5. Taxmann’s Principles of Management with Case studies by Dr.Neeru Vasistha 6. Case studies in Management by Prem Vrat, KK Ahuja and PK Jain by Vikas Publication 7. Modern Business Administration and Management- Sherlekar S.A. Himalaya Publishing House 8. Case studies in Management by Dr.Akhilesh Chandra Pandey-Wiley Publication 9. Principles and Practice of Management by L.M.Prasad, Sultan Chand and Sons -Publication. 10. Indian Ethos in Management: Tushar Agarwal and Nidhi Chandorkar: Himalaya Publishing House 11. Indian Ethos-Modern Management Mantra- Kumardatta A.Ganjre,Prafulla Pawar and Laxman Renapure,Himalaya Publishing House 12. Indian Ethos And Values In Management, R.Nandgopal, McGraw Hill Education 13. Business Ethics and Value System: H.C.Mrutunjaya, PHI Learning Publication 		

BBA-I-Sem-I
MARKETING MANAGEMENT
N-MJT-BBA - A2

Course Outcomes	<p>After this course students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the fundamentals of marketing, marketing environment 2. Understand the consumer behavior and importance of market segmentation 3. Become aware of the 4P's & 4C's of marketing mix.
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Hours of Teaching : 30	Lecture /Week : 04	Credit Points :04
Marks : 50	Theory : 30	Internal :20

Syllabus Contents:

Unit:I	<p>Introduction to Marketing Meaning and Definition Importance, core concepts of marketing-Need, Wants Demands, Value and Satisfaction. Differentiation between Sales and Marketing Different approaches of marketing, Marketing in 21st century, Marketing and Societal Marketing. Marketing Environment–Micro Environment, Macro Environment - PESTLE Analysis, Marketing Planning and Marketing Planning process,. Introduction to Services marketing. Recent developments in marketing: Social Marketing, Online marketing, green marketing</p>	8 Hours
Unit:II	<p>Consumer Behavior Meaning and definition of Consumer behaviour , importance, Different buying roles, Consumer buying decision process, Factors affecting consumer behavior. Consumer Modeling: - The economic model – Learning model-psychoanalytic model – The sociological model- The Howard Sheth model of buying behavior – The Nicosia model-The Engel –Kollat-Blackwell Model</p>	8 Hours
Unit:III	<p>Market Segmentation Meaning and concept, benefits of segmentation, Importance of market segmentation, Basis for market segmentation, industrial goods market segmentation, Requisites of sound market segmentation. Market Segmentation strategies, Targeting, Product positioning</p>	7 Hours
Unit:IV	<p>Marketing Mix Meaning, scope & importance, 4 P's of marketing. A)Product-meaning, concept, types of product, product characteristics, intrinsic and extrinsic, product life cycle (PLC) concept, product elimination, product diversification, new product development. levels of product. B)Price-meaning, concepts, types of pricing, methods of pricing. ,elements, importance of price mix, Factors influencing pricing, pricing methods and recent</p>	7 Hours

trends, price determination policies

C) Place mix: meaning and concept of channel of distribution. Types of channel of distribution or intermediaries, factors influencing selection of channels, types of distribution strategies, intensive, selective and extensive, recent changes in terms of logistics and supply chain management.

D) Promotion mix: meaning, elements of promotion mix, advertising: definition, importance, limitations, types of media, 5 M's of advertising. Distinction between advertising and publicity.

Note: Relevant case studies based on the above units should be discussed in the class.

Suggested Practical Work or Field Work:

1. Visit any super market or big retail store in your area and study the 4 elements of marketing.
2. Prepare a report on marketing of vegetables in local mandi.
3. Study the factors affecting consumer behavior towards purchase of readymade garments.
4. Study strategies adopted by Consumer durable product companies for selling their products.
5. Compare the pricing policy of big organizational retail stores and small, local un-organised stores.
6. Study the product design of leading 4G Mobile phones
7. Study the market segmentation in case of clothing items.
8. Study the application of core concepts of marketing in case of soft drinks and beverages.
9. Study the advertisements of organized jewellers in your area.
10. Any other practical/field work based on the syllabus.

Note: Each student should prepare report of every practical or field work including detailed information as per guidelines and structure//format given by subject teacher. The report should be hand – written. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report.

Reference Books:

1. Marketing Management–Philip Kotler, Pearson Publication
2. Marketing Management– Rajan Saxena, McGraw Hill Publication
3. Marketing Management–V.S. Ramswami & Namkumari, SAGE Publications India Pvt.Ltd.
4. Fundamentals of Marketing Management– William J. Stanton & Michael J. Etzel, Bruce J. Walker-Mcgraw Hill Publication
5. Marketing Management: concepts and Cases-S.A. Sherlekar and R. Krishnamurthy, Himalaya Publishing House.
6. Marketing Management–Strategies and Programs-Joseph P. Guiltinam & Gordon Paul, Mcgraw Hill Publication.
7. Basics of Marketing Management-Theory and Practice-Dr.R.B.Rudani-S.Chand Publication.
8. Marketing Management-C.N.Sontakki, Neeti Gupta and Anuj Gupta-Kalyani Publication

9. Case studies in Marketing-Kanwal Nayan Kapil and Jaydeep Mukherjee-Pearson Publication.

10. Case studies in Marketing-The Indian Context-R. Shrinivasan-PHI Learning Publication.

BBA-I-Sem-I Micro Economics N-OET- BBA-A1		
Course Outcomes	After this course, students will be able to : 1. Explain meaning and scope of business economics 2. Apply the concept and theories of demand and consumer behavior. 3. Apply concepts of factor pricing and production function in business practices 4. Understand different markets and its pricing practices	
Hours of Teaching: 30		Lecture /week : 02
Marks: 50		Thoery:30
Credit Points: 02		
Internal:20		
Syllabus Contents:		
Unit:I	Introduction to Economics Definition ,Nature, Scope and Significance of Economics, Difference between Micro and Macro Economics, Basic Economic Problem, Business Economics and Business Decisions	7 Hours
Unit:II	Consumer Behavior & Demand Analysis Concept of Utility-Law of Diminishing Marginal Utility Indifference curve analysis- Properties – consumer’s equilibrium Law Demand - Determinants of demand, Elasticity of demand Measurement of Elasticity of demand and its applications	7 Hours
Unit:III	Factor Pricing and Production Function Cost and Revenue - Concepts and Curves Innovation theory of Profit, Risk and Uncertainty theory of Profit Loanable fund theory of Interest -Liquidity Preference theory of Interest, Production function -Long Run & Short Run Production Function	8 Hours
Unit:IV	Market Structure Perfect Competitive Market-Characteristics and Price determination Monopoly-Characteristics and Price determination Monopolistic Competition-Characteristics and Price determination Oligopoly-Characteristics and Concept of Price Leadership	8 Hours

Suggested Practical Work/Field Work:

1. Arrange a debate on a basic economics problems faced by industrials and the country.
2. Explain the law of diminishing marginal utility by taking the example of pizza consumption.
3. Explain the how the law of determined works in care of swab making during Diwali session.
4. Ramesh has annual income of Rs. 10 lakhs and expenditure of Rs. 8 lakhs. He needs a motor car and is ready to repay the bank loan in 5 years. Explain what tractors would attend his demand and how should he processed.
5. Due to increasing prices of petrol and how should mileage, people are turning to CNG based Vehicles as an automobile manufacturer CNG Kit filled vehicles?
6. Explain the concept and types of price elasticity of demand by taking examples for day to day life.
7. Prepare a report on market structure of Indian railways.
8. Explain the price leadership strategy adopted by reliance Jio in India Telecommunication market and its impact on other players.
9. Explain the concept of factor pricing as applicable to pizza making business along with cost and revenue curves.
10. Any other practical based on the syllabus.

Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.

Reference Books:

1. Micro Economics-M.L.Seth-Laxmi Narayan Agrwal Publication,Agra
2. Micro Economic Theory-M.L.Jhingan-Vikas Publication, New Delhi
3. Managerial Economics-G.S.Gupta-Tata Mac Graw Hill Publication, New Delhi
4. Managerial Economics Theory and Applications-Himalaya Publishing House, New Delhi
5. Advanced Economic Theory, H.L.Ahuja-Seth Publication
6. Managerial Economics-M.N.Shinde-Ajab Publication, Kolhapur
7. Modern Business Economics-R.R.Doshi, Modern Publication ,New Delhi
8. Business Economics Theory and Applications-D.D. Chaturvedi-International Book House Ltd., Ahmedabad

BBA-I-Sem-I Insurance and Banking N-OET- BBA-H1		
Course Outcomes	After completion of this course, students will be able to: 1. Understand insurance concept and development in insurance sector 2. Differentiate different types of insurances 3. Know the relevance of Banking Sector in India 4. Understand different E-Banking and Legal Framework for Banking Sector	
Total Hours of Teaching : 30	Lecture /week : 02	Credit Points : 02
Marks : 50	Theory : 30	Internal : 20
Syllabus Contents:		
Unit: I	Introduction to Insurance A) Insurance: Meaning, Definition ,Nature and Functions of Insurance, Evolution of Insurance, Principles of Insurance, Types of Insurance, Role and Importance of insurance, B)Life Insurance: History and Formation of Life Insurance Corporation (LIC)of India, Nature of Life Insurance contract, Classification of Policies, Calculation of Premium, Privatization of Life Insurance Industry, Progress of Life Business of LIC,	8 Hours
Unit: II	General (Non-Life)Insurance General Insurance: Introduction, Kinds of General Insurance A)Fire Insurance :Nature and Use of Fire Insurance, Fire Insurance Contract, Types of Fire Insurance, Policy Conditions, Progress of Fire Insurance B)Health Insurance: Meaning ,Various types of Policies C)Motor Insurance: Meaning ,Law and Procedure	7 Hours
Unit: III	Introduction to Banking Introduction to Bank, Evolution of Banking in India ,Classification of Banks ,RBI :role in Indian Banking System , Regulatory Framework for Banking in India and Amendments : RBI Act 1934 , Banking Regulation Act 1949 Amendments Negotiable Instruments Act 1881 , Money Laundering Act, 2002 & Bankers Responsibilities	7 Hours
Unit: IV	Recent Trends in Banking A)E-Banking: Core Banking System -Nature, Mechanism and Facilities Use of Artificial Intelligence in Banking Sector, Mobile Banking: Meaning, Features and Mobile Banking Apps ,IMPS, Bharat Bill Payment Services, NPCI Products B)Banking Policies for Social Development :Priority Sector Lending Scheme - Recent Amendments ,MUDRA Scheme: Objectives, Salient Features and Recent Issues ,Financial Inclusion - Meaning and Policy Initiatives ,Micro Finance Institutions - Meaning, Policy Initiatives and Importance	8 Hours
Suggested Practical Work/Field Work:		
1. Write an essay on progress of LIC of India. 2. Study the Motor Insurance of Public and Private insurance companies		

3. Prepare a report on Health Insurance products offered by Private Insurance in India
4. Study the Mobile Banking and methods used by a corporate bank in your area
5. Study the core banking system started by local co-operative bank.
6. Study the operations of Mudra Loan Scheme at your local level.
7. Write a Comparative report on the product and service offered by public and private insurers.
8. Study the different loan schemes available to traders and businessmen from banks in your areas for meeting working capital requirements.
9. Study the procedure of taking a life insurance policy with mock example and documents.
10. Any other practical based on the syllabus.

Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.

Reference Books:

1. Fundamentals of Insurance-P.K.Gupta-Himalaya Publication
2. Insurance industry in India-Features, Reforms and Outlook-Uma Narang,New Century Publications, New Delhi
3. Insurance –Principles and Practice-M.N.Mishra and Dr.S.B.Mishra-S.Chand Publication
4. Legal Aspects of Insurance-P.K. Gupta-Himalaya Publishing House.
5. Banking-Somashekhar N.T.-New Age International Publishers
6. Banking and Insurance- Dr. Sunil Kumar, Galgotia Publishing Company
7. Essentials of Banking And Insurance , Sunil Kumar, JSR Publishing House LLP
8. Principles of Banking and Insurance, Dr.Bishwa Mohan Jena, Shri Vinayak Publication
9. Banking and Insurance-Agarwal O.P.-Himalaya Publication
10. Banking and Insurance Law and Practices-Taxman Publication Pvt.Ltd.
11. Banking Law and practice-PN Varshney-Sultan and Sons
12. Banking –Theory and Practice-KC Shekhar and Lekshmey Shekhar-Vikas Publishing House Pvt.Ltd.,Noida.

BBA-I-Sem-I IT Skills N-VSCT-BBA- I		
Course Outcomes	After completion of this course ,students will be able to: 1. Understand basics of computer technology. 2. Identify software and networking technology for business. 3. Prepare documents, files and folders with the help of Ms-Words 4. Prepare power point presentations. 5. Analyze Business data using MS – Office.	
Hours of Teaching : 30	Lecture /week : 02	Credit Points : 02
Marks : 50	Theory:30	Internal:20
Syllabus Contents:		
Unit: I	Introduction to Computer Computer-definition and meaning, characteristics ,Generation of computers, Types of computer, Block diagram, Input- output devices, Memory, Types of memory, Storage devices.	7 Hours
Unit: II	Computer Networks Definition and Types, Computer network – types, topologies, Internet, intranet, extranet. Search engine – concept and working of search engine	7 Hours
Unit: III	MS-Word and MS-PowerPoint Microsoft Word: - Introduction to word components, working with word document, Formatting documents, working with tables, tools Microsoft PowerPoint: Introduction to PowerPoint components, working with Power Point, Creating presentation, formatting presentation, Adding effects to presentation.	8 Hours
Unit: IV	MS-Excel Introduction to excel, spreadsheet, Formatting worksheet, working with graphics in excel, types of charts, mathematical and statistical functions in Excel	8 Hours
1. Note: This subject should be taught preferably in the computer laboratory conducting practicals.		
Suggested Practical Work/Field Work		
<ol style="list-style-type: none"> 1. Identify various types of computer system (Desktop, Laptop etc.) available in market with its different parts and functions. 2. Identify various input, output devices, storage devices with its features and prices in market. 3. Visit to any nearest organization (Hospital/Bank/Industry/Institutes etc.) where network is in use and study a) Network topology b) Components of network. 4. Study use of Internet, Intranet, and Extranet in any Bank. 5. List various search options, advanced techniques used by Google/Yahoo search engine. 6. Apply different word formatting options for preparing resume. 7. Demonstrate word’s mail merge facility for inviting friends on your birthday occasion. 8. Prepare power point presentation for presenting features of mobile. 9. Use Excel sheet for storing information like- Name, class, stream, subject wise marks at 12th standard of 25 candidates and calculate – Total, Result, Percentage, Class obtained, also draw chart showing 		

student wise percentage.

10. Collect sales data from any organization and apply mathematical and statistical formulae for identifying product wise, region wise, and customer wise sales with suitable graphs.

11. Any other practical based on the syllabus.

Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.

Reference Books:

1. Computer Fundamentals: Concepts, Systems & Applications, Priti Sinha, Pradeep K., Sinha, BPB Publications
2. Computer Today -Basandra Suresh K..Galgotia Publications Pvt. Ltd.
3. Fundamentals of Computer – V.Rajaraman, Prentice Hall India Learning Private Limited
4. Computer Fundamentals, R.S.Salaria, Khanna Book Publishing Company
5. Mastering MS Office: Concise Handbook With Screenshots, Bittu Kumar , V&S Publishers, New Delhi
6. Foundations of Information Technology- Sangeeta Panchal, Alka Sabharwal, Oxford University Press
7. Information Technology for Management: Advancing Sustainable, Profitable Business Growth- Turban , Volonino , Wood , O.P. Wali , Wiley Publication
8. Information Technology in Business Management ,Mukesh Dhunna,,Laxmi Publications
9. Information Technology and Its Application in Business, Dr.Anant Kumar Srivastav, Sahitya Bhawan Publication
10. Information Technology for Management, Ramesh Behl, McGraw Hill Publication

B.B.A. Part I Semester I
Soft Skills
N- SECT- BBA - I

Course Outcomes	After the completion of the course students will be able to: 1. Make the first impression & Improve the effectiveness of your email communication. 2. Structure your presentations to deliver your key messages and maximize your presentation skills, 3. Learn to focus on and achieve personal goals 4. Manage the stress at work place & Greater confidence to interact with people from all walks of life	
TotalhoursofTeaching:30	Lecture/week:02	Credit Points:02
TotalMarks:50	Theory :50	Internal:20
Syllabus Contents:		
Unit: I	<p style="text-align: center;">Corporate Etiquette</p> Making the First Impression, Importance of Handshakes, Business Card Etiquette, Grooming Etiquette and Personal Hygiene, Body Language, Telephone and email Etiquette.	7 Hours
Unit: II	<p style="text-align: center;">Presentation Skills</p> Fundamentals of an Effective Presentation, 5 P's of an Effective Presentation, Importance of Visual Aids, Understanding and Overcoming Fear, Public Speaking , Importance of Managing Voice and Language, Managing Question and Answer Session	7 Hours
Unit :III	<p style="text-align: center;">Goal Setting</p> Establishing SMART Goals, Importance of Mission Statement, Formulation of Goals, Procrastination, Visualization of Goals.	8 Hours

<p>Unit :IV</p>	<p>Time Management Prioritization, Dealing with Difficult Tasks, Getting Organized, How to get away from Distractions, Work-Life Balance.</p>	<p>8 Hours</p>
	<p>Suggested Practical Work/Fieldwork:</p> <ol style="list-style-type: none"> 1. Visit a business firm and observe the manners and etiquettes of employees. 2. Any other practical based on the syllabus. <p>Note: Each student should prepare report for practical/Field work including detailed information as per guidelines of subject teacher.</p>	
	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Managing Soft Skills for Personality Development- B.N.Ghosh- McGraw Hill Education 2. InterpersonalSkillsandCareerManagement- Dr.C.S.G.KrishnaMacharyuluandDr.LalithaRamakrishnan- Himalaya Publishing House Pvt. Ltd. 3. Personality Development- R.C.Bhatia- Ane Books Pvt.Ltd. 4. SoftSkills- PersonalityDevelopmentForLifeSuccess,PrashantSharma,BPBPublications 5. Personality Development and Soft Skills-V B Rao, B S Publication 6. Self Grooming and Personality Development by Mrityunjoy Seal, 24by7Publishing . 7. Soft Skills For Business, Appannaiah HR, Himalaya Publishing House. 8. Personality Development Guide for students ,J.M.Mehta, Prabhat Prakashan 9. Self Management-for individual and organizational success- Prof. Shrikanta Patnayak, Partridge Publishing India 10. Self Management,Prof Srikanta Patnaik, Partridge Publishing India 11. Time Management is Life Management, Rinkal Sharma,Diamond Pocket Books Pvt. Ltd. 12. Soft Skills- An Integrated ApproachtoMaximisePersonality- GajendraSinghChauhan-WileyPublisher 	

B.B.A. Part I Semester I
English for Business Communication
N- AECT-BBA - I

Course Outcomes	After the completion of the course, students will be able to : 1. Apply business communication skills. 2. Develop vocabulary skills. 3. Develop effective writing skills. 4. Learn effective reading skills.	
Total hours of Teaching : 30		Lecture /week : 02
Total Marks : 50		Theory : 30
		Credit Points : 02
		Internal : 20
Syllabus Contents :		
Unit : I	Introduction to Communication skill Introduction , Meaning , Definition , Objective of communication,, Types of communication, Process of communication, Principles of effective communication , Barriers to effective communication, Overcoming barriers Effective English: Word formulation process - Basic sentence patterns, types of sentences - Simple, complex, compound, Prefixes, suffixes, Developing vocabulary skills.	7 Hours
Unit : II	Effective Listening, Speaking , Reading ,Writing skills (LSRW) A) Listening Skills: Listening, Active listening and Passive listening, Blocks to effective listening, Guidelines for Effective listening, importance of silence in communication. B) Speaking Skills: Process of speaking -Pronunciation, Speech mechanism, aspects of effective speaking- accents, intonation, pitch, etc. Greetings, Apology, Permission. C) Reading Skills: Introduction, what is reading? Types of reading - slow, fast, silent, SQ3R technique of reading. D) Writing Skills: Importance of writing skills, Essentials of good writing, Grammar skills.	8 Hours
Unit : III	Oral Communication A) Meaning, Nature, Scope, characteristics, Principles of effective oral communication, Importance of body language in oral communication. Confidence building, Ways to build confidence, Importance of eye contact. B) Job Interviews - conducting and giving interviews, Do's and Don'ts of job interview. C) Group Discussion - nature, do's and don'ts of group discussion, Opening of topic, discussion, summary and observer's comments.	7 Hours

<p>Unit : IV</p>	<p>Organizational communication A) Written communication- significance in business writing , Language of business writing, Structure of Business letters , Types of business letters - order, enquiries and replies, sales letters, complaints, claims and adjustment letters, goodwill letters., Communication in Organization - Formal Channels – Vertical, Horizontal, Diagonal communication., Internal Channels - Informal channels : Grapevine , rumors, Mannerisms and etiquettes at workplace. B)Modern tools of Communication: Telex, Telegram, Fax, Voice Mail, Teleconferencing, Videoconferencing, SIM Card , Dictaphone , SMS, MMS, Internet , Social Media Sites.</p>	<p>8 Hours</p>
	<p>Suggested Practical Work/Fieldwork:</p> <ol style="list-style-type: none"> 1. Visit any local bank, educational institution, co-operate society and study the channels applied there for communication. 2. Write two letters of complaints –one using polite language and other using arrogant and indecent language. 3. Draft a letter enquiring the details and price of laptops and other terms and conditions. 4. Draft a letter of quotation about supply of 100 computers to a bank 5. Perform an exercise of speaking on a current topic for 10 minutes. 6. Perform as exercise of reading a small topic of the subject. 7. Write a note on management education in India. 8. Conduct an exercise of listening and reproduction of what listened. 9. Visit a business firm and observe the manners and etiquettes of employees. 10. Any other practical based on the syllabus. <p>Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.</p>	
	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Business Communication-R.K.Madhukar-Vikas Publication 2. Business Communication, Urmila Rai, S. M. Rai, Himalaya Publishing House, Mumbai. 3. Linguistics and the process of communication, Dr. Vipul V. Makodia, Mark Publisher 4. Communicative Spoken English, Rajneesh Nayar, Mark Publishers, Jaipur 5.Enriching your competence in English, A.R.Thorat, B.S.Valke, S.B.Gokhale, Orient Longman Pvt.Ltd., Hyderabad (A.P) 6. Essential Communication Skills, Shalini Aggarwal , Ane Books Pvt. Ltd., New Delhi 7. Communication Skills and Soft Skills , Avani Sharma, Yking Books, Jaipur 8.Business Communication Skills, Varinder Kumar, Bodh Raj, Manocha, Kalyani Publishers, New Delhi, latest edition. 9. An Approach to Communication Skills Indrajit Bhattacharya, Dhanpat Rai & Co. 	

	<p>10. Art and Science of Business Communication-P.D.Chaturvedi and Mukesh Chaturvedi, Pearson India Publication</p> <p>11. Business Communication (Essential Strategies for 21st Century Managers)-Shalini Verma- S.Chand Publication.</p> <p>12. Business Communication for Managers-Payal Mehta-Pearson India Publication</p>	
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BBA-I-Sem-I
Ancient Indian Management
N-IKST-BBA-I

Course Outcomes

- After completion of courses, students will be able to,
1. Understand ancient Indian Economics.
 2. Impart knowledge on the ethical values that helps in creating excellent business leaders
 3. Study the ethical ways of managing the business through the Indian Karma system.

Hours of Teaching: 30

Lecture /Week : 02

Credit Points: 02

Marks:50

Thoery:30

Internal:20

Syllabus Contents:

Unit: I

Management Perspective of Ancient Indian Literature

Trade and Commerce during early medieval India
 Pattern of Economic Developments in South India
 Rise and growth of Feudalism in Ancient India.

Ancient Indian Economics

Economic life of Vedic people
 Kautilya's Economics, Mahavira's Economics
 Economic life during Mauryas
 Economic life during Guptas
 General Survey of Ancient Indian Economy

- (i) Trade and Commerce: Internal, External, Trade routes
 Indo-roman contacts and Maritime Trade of South India.
- (ii) Economic Institutions & Guilds
- (iii) Temple Economy
- (iv) Peasantry, Land Grants, Land Revenue System, Irrigation System

15 Hours

Unit: II

Corporate Karma-Indian Systems

Karma: Meaning, Importance of Karma to Managers, Nishkama Karma.
 Laws of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection. Corporate Karma: Meaning, Methodology, Guidelines for Good Corporate Karma. Self-management: Personal Growth and Lessons from Ancient Indian Education System. Personality Development: Meaning, Determinants, Indian Ethos and

15 Hours

	Personality Development.	
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Reference Books :

1. Economics of Mahaveera, [Mahāprajña](#) Adarsh Sahitya Sangh, New Delhi.
2. Indian Ethos in Management,” Tushar Agarwal and Nidhi Chandorkar, Himalaya Publishing House
3. Indian Ethos and Values in Management, [Sankar McGraw-Hill Education \(India\) Pvt Limited](#)
4. Ethics, Indian Ethos and Management, [Shroff Publishers & Distributors](#), [S. et al Balachandran](#)
5. Rangrajan, L.N. (1992) Kautilya: The Aarthshastra, Penguin Books, New Delhi.
6. Skare Marinko (2013), “The missing link: From Kautilya's The Arthashastra to modern economics”, Journal of Philosophical Economics,VI(2), pp:2-27.
7. Sihag, Balbir S., (2009) "Kautilya on principles of taxation", Humanomics, 25 Issue (1), pp:55- 67.
8. Waldauer, Charles, et al (1996), “Kautilya's Arthashastra: A Neglected Precursor to Classical Economics.” Indian Economic Review, 31(1), pp: 102.
9. Sihag, Balbir S (2004), “Kautilya on the Scope and Methodology of Accounting, Organizational design and the role of Ethics in Ancient India.” The Accounting Historians Journal, 31 (2), pp: 129

E-resources:

- 1.Dwivedi, Dhananjaay (2016). “Wealth and its various aspects as depicted in the Vedic literature”, (www.onlineresearchjournalsssm.in, <https://www.academia.edu/6322887>)
- 2.https://onlinecourses.swayam2.ac.in/aic22_ge19/preview
- 3.<https://www.unhcr.org/media/buddhist-core-values-and-perspectives-protection-challenges-faith-and-protection>(The Buddhist Core Values And Perspectives For Protection Challenges: Faith And Protection)

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