



Estd. 1962  
NAAC 'A' Grade

SHIVAJI UNIVERSITY, KOLHAPUR-416 004. MAHARASHTRA

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शिवाजी विद्यापीठ, कोल्हापूर – 416004.

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Ref./SU/BOS/Com & Mgmt./6087

Date : 17/06/2019

To,

The Principal  
All Affiliated (Commerce & Management) College/Institutions,  
Shivaji University, Kolhapur

**Subject : Regarding Syllabi, Rules, Regulations and equivalence of BBA Part-I  
(Sem-I/II) Choice Based Credit System (CBCS) degree programme under  
the Faculty of Commerce & Management.**

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the University authorities have accepted and granted approval to the revised Syllabi, Rules, Regulations and equivalence of BBA Part-I (Sem-I/II) Choice Based Credit System (CBCS) under the Faculty of Commerce & Management.

This Syllabi and equivalence shall be implemented from the academic year 2019-2020 (i.e. from June, 2019) onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in) (Online Syllabus).

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October / November 2019 & March / April, 2020. These chances are available for repeater students, if any.

You are therefore, requested to bring this to the notice of all Students and Teachers concerned.

Thanking you,

Yours faithfully,

Dr. Registrar

Encl : As above

Copy to,

1. I/c Dean, Faculty of Commerce & Management
  2. Chairman, BOS under Faculty of Commerce & Management
  3. Director, BOEE
  4. Appointment Section
  5. P. G. Admission Section
  6. B. Com. Section
  7. Affiliation Section (U.G./P.G.)
  8. Computer Center/I.T.
  9. Eligibility Section
  10. Distance Education
  11. P.G. Seminar Section
- for information
- for information and necessary action.

# SHIVAJI UNIVERSITY, KOLHAPUR



Estd. 1962

NAAC 'A' Grade

**Faculty of Commerce & Management**

Syllabus For

**Bachelor of Business Administration**

**B. B. A. Part I**

**(Sem I & II)**

**To be implemented from June 2019 onwards.**

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

**Shivaji University, Kolhapur**  
Faculty of Commerce & Management  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)**  
**Course Structure under Choice Based Credit System (CBCS)**

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 2019-20**

**B.B.A. Sem III & IV from Academic Year 2020-21**

**B.B.A. Sem V & VI from Academic Year 2021-22**

2. **Objectives:**

**Program Educational Outcomes**

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

1. Acquire the managerial professional attributes and be capable of decision making by applying the knowledge of management discipline.
2. Explore the entrepreneurial quality and start new business venture with innovative ideas.
3. Prepare students to undertake post graduation management programme.

**Program Outcomes:**

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

1. Identify the different functional aspects of business world and recognize different opportunities of business.
2. Acquire the different skills necessary for the professional attitudes.
3. Demonstrate a global outlook with the ability to identify aspects of the global business and cross cultural understanding.
4. Identify the problems and challenges and inculcate the capability to cope with the spontaneous changes.
5. Analyze the importance of innovation and research, tackle the contemporary needs and accordingly grab the opportunities.
6. Develop effective and oral communication especially in business applications, with the use of appropriate technology.

3. **Pattern of CBCS:** the pattern for the purpose of Semester end examination shall be as mentioned below:

I. **B.B.A Sem I & II:** 50 marks University Semester end examination and 50 marks internal examination for each theory paper in each semester.

II. **B.B.A. Sem III & IV:** 50 marks University Semester end examination and 50 marks internal examination for each theory paper in each semester except Environmental Studies. Only for Environment studies in Semester IV, 70

marks shall be for University examination for Theory paper and 30 marks for Project work.

III. **B.B.A. Sem V & VI:** 50 marks University Semester end examination and 50 marks internal examination for each theory paper in each semester

**Compulsory Civic Course (CCC)**

For Sem I and Sem V there shall be Compulsory Civic Courses under self Study Mode which are as follows:

Sem I:CCC- I : Democracy, Elections and Good Governance (non-credit)

Sem V : CCC-II: Constitution of India and Local Skill Development (non-credit)

**Skill Enhancement Course (SEC)**

For Sem II and Sem VI there shall be Compulsory Skill Enhancement Courses under self Study Mode which are as follows:

Sem II : SEC-I : Any one from following (i) to (v) (Non-Credit)

- i) Business Communication & Presentation ii) Event Management iii) Personality Development iv) Yoga & Physical Management
- v) Resume, Report & Proposal Writing

Sem IV : SEC-II Any one from following (vi) to (x) (Non-Credit)

- vi) Interview & Personal Presentation Skill vii) Entrepreneurship Development viii) Travel & Tourism ix) E-Banking & Financial Services x) RTI & Human Right Education (HRE), IPR & Patents

- These courses are of self study mode. The study material of all above courses will be made available on University Website.
- The examination of each of the course will be of 50 marks having 25 MCQ questions. Minimum 20 marks (40%) out of 50 are required for passing.
- The duration of examination shall be 60 minutes
- The examination shall be conducted at the college level
- The list of all candidates along with marks is to be submitted by the Principal to the University
- The degree will be awarded only after successful completion of these courses
- The performance of students regarding Non-Credit Courses (CCC & SEC) shall be separately mentioned in Result sheet as Pass or Fail

#### 4. Credit distribution chart for B.B.A Program with Course Code

Course Name	Total Courses (Papers)	Total Credits	% in Total Course
CC: Core Course	18	72	58
AECC: Ability Enhancement	05	20	16
GEC: Generic Elective Courses	04	16	13
DSE: Discipline Specific Elective	04	16	13
Total	31	124	100

#### 5. Duration

1. The program shall be a Full Time program.
2. The duration of program shall be three years.
3. The program shall be run on self supporting basis.
4. Student has to complete the program within six years i.e. 3+3 years.

#### 6. Number of Students:

A batch shall consist of not more than 80 students

#### 7. Eligibility:

A candidate for being eligible for admission to the Degree Course in Business Administration shall have passed XII Std. Examination with minimum qualifying marks for the candidates from all the categories will be 45% of the Maharashtra Board of Higher Secondary Education or its equivalent or any Diploma or MCVC of not less than two years.

#### 8. Medium of Instruction:

The medium of instructions shall be in English.

#### 9. Teachers Qualification:

As per rules and regulations of Shivaji University, Kolhapur and Govt. of Maharashtra

#### 10. Scheme of Examination:

B.B.A. Program will be conducted through CBCS Semester pattern

There shall be a examination at the end of each semester. Each course (subject) during each semester will carry 100 marks. Out of this, 50 marks will be allotted to University theory papers and 50 marks to be given by each college through internal evaluation. Out of this, 50 marks 30 marks for mid semester test, 10 marks for internal evaluation i.e. oral for Sem – I & Sem VI , Seminar for Sem II, Home

assignment for Sem III and Sem V Group Discussion for Sem IV. The remaining 10 marks of the Internal Assessment shall be based on Attendance. The marks based on attendance shall be awarded as given below:

**75% to 80%- 04 marks**

**81% to 85 %- 06 marks**

**86% to 90 %- 08 marks**

**91% to 100% - 10 marks**

The record of all internal marks should be strictly maintained by faculty member. Each student should prepare seminar / Home assignment of 2 to 3 pages and Group discussion report submit to related faculty.

#### **Field visit: Sem V**

The candidate shall visit to respective firms/organizations/ markets/companies for whole semester and prepare a mini project on field visit. The faculty shall organize and guide to the candidate regarding field visit and preparing the report. The report shall evaluate by the faculty at the end of Sem V. and submit the marks online as well as hard copy. The faculty should keep the record properly.

#### **Project Report and Viva-voce –Sem VI**

- I. The project report in the sixth semester carries 100 marks (70 marks for project and 30 marks for viva-voce. There shall be single evaluation of project report and this will be done simultaneously along with vive-voce. Internal assessment does not carry any marks.
- II. Examiners (university appointed) shall evaluate project report and conduct viva-voce and chairman should filling online marks and hard copy submit to the University examination department. The viva-voce committee appointed by University should have two experts and one should be Chairman of committee.

#### **11. Workload (period/Lectures for each Course)**

For every semester 60 periods (60 minutes per period) are allotted to complete the syllabus of each Course (Subject)

#### **12. Standard of Passing:**

- I. A candidate must obtain minimum 40% of the marks in each University and internal examination paper as well as mini and major project report.
- II. For environmental studies Semester IV the candidate shall have to score 28 marks out of 70 marks theory paper and 12 marks out of 30 for project work.

- III. There shall be a separate head of passing in Theory and Internal examination. However, ATKT rules shall be made applicable in respect of theory paper (University Examination) only.
- IV. A candidate who fails in any number of subjects during semester – I & II shall admitted to B.B.A.-II (appear for semester –III & Semester IV examination)
- V. However the candidate shall not be admitted to B.B.A- III (Semester-V) unless he/she passed in all the subjects at B.B.A.-I (Semester-I & Semester-II)
- VI. A candidate who fails in any number of subjects during Semester-III & IV shall be admitted for B.B.A.-III & allowed to appear for Semester –V & VI examinations.

**Gradation Chart:**

Marks obtained	Numerical Grade (Grade Point)	CGPA	Letter Grade
Absent	0 (Zero)	-	-
0-40	0 to 4	0.0 to 3.99	Fail
41-50	5	4.00 to 4.99	C
51-60	6	5.00 to 5.99	B
61-70	7	6.00 to 6.99	B+
71-80	8	7.00 to 7.99	A
81-90	9	8.00 to 8.99	A+
91 to 100	10	9.00 to 10.0	O Outstanding

**Note:**

- i) Marks obtained  $\geq 0.5$  shall be rounded off to next higher digit
- ii) The SGPA & CGPA shall be rounded off to 2 decimal points

**Calculation of SGPA & CGPA**

<p>1. Semester Grade Point Average (SGPA)</p> <p><b>SGPA</b> = <math>\frac{\text{Course credits} \times \text{Grade Points obtained of a semester}}{\text{Course credits of respective semester}}</math></p>
<p>2. Cumulative Grade Point Average (CGPA)</p> <p><b>CGPA</b> = <math>\frac{\text{Total credits of a semester} \times \text{SGPA of respective semester of all semesters}}{\text{Total course credits of all semesters}}</math></p>

**13. Fee Structure**

As per University norms

**14. Requirements:**

**i) Core Faculty**

For First Year Sem I & Sem II

- 1 Full Time Faculty

For Second Year Sem III & Sem IV

- 1 Full Time Faculty

For Third Year Sem V & Sem VI - - 1 Full Time Faculty

Total – 3 Full Time Faculties

In addition there shall be visiting faculty drawn from academicians/professionals from different fields.

One full time faculty having M.Com. as educational qualification and two are MBA. The eligibility norms for the post of Assistant Professor are as per UGC norms. As per the need additional faculty on CHB basis may be appointed to give justice to the subject.

- ii) **Library:** The entire library fees collected from the students shall be invested on library
- iii) **Equipments and Stationary:** supply of Computers, overhead projector, necessary software, operating system, necessary stationary.

**Nature of Question Paper: (for all courses of BBA program)**

**QUESTION PAPER PATTERN  
FOR ALL SEMESTERS**

Duration: 2 Hours

Total Marks – 50

**Instructions: -**

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

**Nature of Questions:-**

Q.1 Broad Question

15

OR

Q.1 Broad Question

15

Q.2 Write Short Answers (Any Two)

20

a)

b)

c)

d)

Q.3 Write Short Notes (Any Two)

15

a)

b)

c)

d)

**Note:-**

The above nature of question paper is applicable for all the courses of B.B.A. program for all six semesters.



### CBCS BBA Structure Sem – I & II

STRUCTURE-1												
SEMESTER-I DURATION-06 MONTHS												
SR. NO	COURSE TYPE	TEACHING SCHEME				PRACTICAL	EXAMINATION SCHEME			INTERNAL EXAM	MAX	MIN
		THEORY (TH)	NO.OF LECTURE	HOURS	CREDITS		THEORY	PAPERS HOURS	MAX			
1	CC-A1	4	4	4	NO PRACTICAL	2	50	20	MID TERM (30)+ ORAL(10)+ ATTENDANCE(10)	50	20	
2	CC-A2	4	4	4		2	50	20		50	20	
3	CC-A3	4	4	4		2	50	20		50	20	
4	GEC-G1	4	4	4		2	50	20		50	20	
5	AECC-C1	4	4	4		2	50	20		50	20	
6	CCC - 1	-	-	-		-	-	-	-	Test (non Credit)	25	10
TOTAL		20	20	20		-	250	-	250 THEORY + INTERNAL 250+ 250 = 500			
SEMESTER-II DURATION-06 MONTHS												
SR. NO	COURSE TYPE	TEACHING SCHEME				PRACTICAL	EXAMINATION SCHEME			INTERNAL EXAM	MAX	MIN
		THEORY (TH)	NO.OF LECTURE	HOURS	CREDITS		THEORY	PAPERS HOURS	MAX			
1	CC-A4	4	4	4	NO PRACTICAL	2	50	20	MID TERM (30)+ SEMINAR (10)+ ATTENDANCE(10)	50	20	
2	CC-A5	4	4	4		2	50	20		50	20	
3	CC-A6	4	4	4		2	50	20		50	20	
4	GEC-G2	4	4	4		2	50	20		50	20	
5	AECC-C2	4	4	4		2	50	20		50	20	
6	SEC-2	-	-	-		-	-	-	-	Test (non credit)	25	10
TOTAL		20	20	20		-	250	-	250 THEORY + INTERNAL 250+ 250 = 500			
Grand Total		40	40	40			500		Theory 500+ Internal 500 =1000			

NOTE: 1. CC: Core Course 2. GES: Generic Elective Course 3. AECC: Ability Enhancement Compulsory Course 4. SEC: Skill Enhancement Course

<b>STRUCTURE-2</b>											
<b>SEMESTER-III DURATION-06 MONTHS</b>											
<b>SR. NO</b>	<b>TEACHING SCHEME</b>					<b>EXAMINATION SCHEME</b>					
	<b>COURSE TYPE</b>	<b>NO.OF LECTURE</b>	<b>HOURS</b>	<b>CREDITS</b>	<b>PRACTICAL</b>	<b>THEORY</b>			<b>INTERNAL EXAM</b>		
					-	<b>PAPERS HOURS</b>	<b>MAX</b>	<b>MIN</b>	<b>INTERNAL</b>	<b>MAX</b>	<b>MIN</b>
1	CC-B1	4	4	4	<b>NO PRACTICAL</b>	2	50	20	<b>MID TERM (30)+ HOME ASSIGNMENT (10)+ ATTENDANCE(10)</b>	50	20
2	CC-B2	4	4	4		2	50	20		50	20
3	CC-B3	4	4	4		2	50	20		50	20
4	GEC-G3	4	4	4		2	50	20		50	20
5	AECC-C3	4	4	4		2	50	20		50	20
6	AECC-EVS	4	4	4		-	-	-	-	-	
<b>TOTAL</b>		<b>24</b>	<b>24</b>	<b>24</b>		<b>-</b>	<b>250</b>	<b>-</b>	<b>250</b> <b>THEORY + INTERNAL</b> <b>250+ 250 = 500</b>		
<b>SEMESTER-IV DURATION-06 MONTHS</b>											
<b>SR. NO</b>	<b>TEACHING SCHEME</b>					<b>EXAMINATION SCHEME</b>					
	<b>COURSE TYPE</b>	<b>NO.OF LECTURE</b>	<b>HOURS</b>	<b>CREDITS</b>	<b>PRACTICAL</b>	<b>THEORY</b>			<b>INTERNAL EXAM</b>		
					-	<b>PAPERS HOURS</b>	<b>MAX</b>	<b>MIN</b>	<b>INTERNAL</b>	<b>MAX</b>	<b>MIN</b>
1	CC-B4	4	4	4	<b>NO PRACTICAL</b>	2	50	20	<b>MID TERM (30)+ GROUP DISCUSSION (10)+ ATTENDANCE(10)</b>	50	20
2	CC-B5	4	4	4		2	50	20		50	20
3	CC-B6	4	4	4		2	50	20		50	20
4	GEC-G4	4	4	4		2	50	20		50	20
5	AECC-C4	4	4	4		2	50	20		50	20
6	AECC-EVS	-	-	-		3	70	28	<b>PROJECT</b>	30	12
<b>TOTAL</b>		<b>20</b>	<b>20</b>	<b>20</b>		<b>-</b>	<b>320</b>	<b>-</b>	<b>280</b> <b>THEORY + INTERNAL</b> <b>320+ 280 = 600</b>		
<b>Grand Total</b>		<b>44</b>	<b>44</b>	<b>44</b>			<b>570</b>		<b>Theory 570+ Internal 530 = 1100</b>		

NOTE: 1. CC: Core Course 2. GES: Generic Elective Course 3. AECC: Ability Enhancement Compulsory Course 4.EVS: Environmental science

STRUCTURE-3											
SEMESTER-V DURATION-06 MONTHS											
SR. NO	TEACHING SCHEME					EXAMINATION SCHEME					
	COURSE TYPE	NO.OF LECTURE	HOURS	CREDITS	PRACTICAL	THEORY PAPERS HOURS	MAX	MIN	INTERNAL EXAM	MAX	MIN
1	CC-C1	4	4	4	NO PRACTICAL	2	50	20	MID TERM (30) +HOME ASSIGNMENT) + ATTENDANCE(10) Report viva Voce	50	20
2	CC-C2	4	4	4		2	50	20		50	20
3	CC-C3	4	4	4		2	50	20		50	20
4	DSE-I	4	4	4		2	50	20		50	20
5	DSE-II	4	4	4		-	-	-		100	40
6	CCC -2	-	-	-		-	-	-	Test (not included)	25	10
TOTAL		20	20	20	-	200	-	300 THEORY + INTERNAL 200+ 300 =500			
SEMESTER-VI DURATION-06 MONTHS											
SR. NO	TEACHING SCHEME					EXAMINATION SCHEME					
	COURSE TYPE	NO.OF LECTURE	HOURS	CREDITS	PRACTICAL	THEORY PAPERS HOURS	MAX	MIN	INTERNAL EXAM	MAX	MIN
1	CC-C4	4	4	4	NO PRACTICAL	2	50	20	MID TERM (30) + ORAL (10) + ATTENDANCE (10)	50	20
2	CC-C5	4	4	4		2	50	20		50	20
3	CC-C6	4	4	4		2	50	20		50	20
4	DSE-III	4	4	4		2	50	20		50	20
5	DSE-IV	4	4	4		-	-	-	-	-	
6	SEC-II	-	-	-		-	-	-	Test (non Credit)	25	10
-	-	-	-	-	-	-	-	Project Viva-voce	70 30	28 12	
TOTAL		20	20	20	-	200	-	300 THEORY + INTERNAL 200+ 300= 500			
Grand Total		40	40	40		400		Theory 500+ Internal 500 =1000			

NOTE: 1. CC: Core Course 2. GES: Generic Elective Course 3. SEC: Skill Enhancement Course 4. DSE: Discipline Specific Elective

## CBCS BBA : List of Course (subject )

### For B.B.A Sem I & II

Semester -I		Semester -II	
Course code	Course (subject)	Course code	Course (subject)
<b>Core course</b>			
CC-A1	Fundamental of Business Management	CC-A4	Accounting for Managers
CC-A2	Principles of Marketing	CC-A5	Human Resource Management
CC-A3	Micro Economics	CC-A6	Macro Economics
<b>General Elective Course</b>			
GEC-G1	Information Technology in Busi. Mgt.	GEC-G2	Management Information System
<b>Ability Enhancement Compulsory Course</b>			
AECC-C1	Business Communication paper I	AECC-C2	Business Communication paper II
<b>Compulsory Civic Course (CCC)/Skill Enhancement Course (Compulsory)*</b>			
CCC-1	Democracy, Elections and Good Governance ( Non- Credit)	SEC-I	Any one from- Business communication& presentation/Event Management/Personality Development/Yoga & physical Management /Resume, Report & Proposal Writing
<ul style="list-style-type: none"> <li>• The syllabus for Compulsory Civic Course (CCC) and Skill Enhancement Course are provided on university website, which are common for all graduate programs.</li> </ul>			

Semester -III		Semester -IV	
Course code	Course (subject)	Course code	Course (subject)
<b>Core course</b>			
CC-B1	Fundamental of Entrepreneurship	CC-B4	Entrepreneurship Project Management
CC-B2	Cost Accountancy	CC-B5	Management Accounting
CC-B3	Service Marketing	CC-B6	Rural and Retail Marketing

General Elective Course			
GEC-G3	Forms of Business organisation.	GEC-G4	Research Methodology
Ability Enhancement Compulsory Course			
AECC-C3	Statistical Techniques	AECC-C4	Statistics for Decision Making
AECC-EVS	Environmental Science		

Semester - V		Semester - VI	
Course code	Course (subject)	Course code	Course (subject)
Core course			
CC-C1	Fundamental of Business Law	CC-C4	Fundamental of Taxation
CC-C2	Human skills	CC-C5	Business Ethics
CC-C3	Management Historians	CC-C6	Organizational Behaviour
Discipline Specific Elective - Marketing			
DSE-A1	Digital Marketing	DSE-A3	International Marketing
DSE-A2	Field visit /Report (mini project)	DSE-A4	Project -major
Discipline Specific Elective - Finance			
DSE-B1	Financial Management	DSE-B3	Business finance
DSE-B2	Field visit /Report (mini project)	DSE-B4	Project- major
Discipline Specific Elective –Human Resource Management			
DSE-C1	Human Resource Planning	DSE-C3	Human Resource Development
DSE-C2	Field visit /Report (mini project)	DSE-C4	Project- major
Compulsory Civic Course (CCC)/Skill Enhancement Course (Compulsory)			
CCC-2	Constitution of India and Local Self Government (non Credit)	SEC-II	Any one from- Interview & Personal Presentation Skill/Entrepreneurship Development Skill/Travel & Tourism/ E-Banking & Financial Services/RTI & Human Right Education (HRE),IPR & Patents

Note

CC: Core Course: All Courses are compulsory

DSE: Discipline Specific Elective: Candidate has to select any one elective from Marketing /Finance/Human Resource Management

**Credit distribution chart for B.B.A Program with Course Code**

<b>Course Name</b>	<b>Total Courses (Papers)</b>	<b>Total Credits</b>	<b>% in Total Course</b>
<b>CC: Core Course</b>	<b>18</b>	<b>72</b>	<b>58</b>
<b>AECC: Ability Enhancement</b>	<b>05</b>	<b>20</b>	<b>16</b>
<b>GEC: Generic Elective Courses</b>	<b>04</b>	<b>16</b>	<b>13</b>
<b>DSE: Discipline Specific Elective</b>	<b>04</b>	<b>16</b>	<b>13</b>
<b>Total</b>	<b>31</b>	<b>124</b>	<b>100</b>

**Faculty Subject Allotments:**

1. MBA (Marketing )	Sem I	Principle of Marketing	Sem II	---
	Sem III	Service Marketing	Sem IV	Rural & Retail Marketing
	Sem V	Human Skill		
	Sem V	Digital Marketing	Sem VI	International Marketing
	Sem V	Field Visit	Sem VI	Business Ethics
2. M.B.A (HRM)	Sem I	Funda of Busi Mgt	Sem II	Project HRM
	Sem III	Funda of Entrepre	Sem IV	Entre. Project Management
	Sem V	Management Historian	Sem VI	Organizational Behaviour
	Sem V	HRP	Sem V	HRD
		Field Visit		Project
3. M.Com	Sem I	----	Sem II	Accounting for Mangers
	Sem III	Cost Accountancy		
	Sem III	Forms of Busi Organi	sem IV	Management Accounting
	Sem V	Funda of Busi Law	Sem VI	Fundamental of Taxation
	Sem V	Financial Mgt	Sem V	Business Finance
	Field Visit		Project	

## BBA Structure Equivalence:

### BBA – I SEMESTER - I

Sr.	Title of existing paper	Equivalent Paper
1	Principles of Management Paper – I	Fundamentals of Business Management
2	Financial Accounting Paper – I	
3	Marketing Management Paper – I	Principles of Marketing
4	Human Resource Management – Paper – I	
5	Business Economics (Micro – I) Paper – I	Micro Economics
6	Business Communication Paper – I	Business Communication P-I
7	Computer Application in Business Paper – I	Information Technology in Business Management

### BBA – I SEMESTER – II

Sr.	Title of existing paper	Equivalent Paper
1	Principles of Management Paper – II	Human Resource Management
2	Financial Accounting Paper – II	Accounting for Managers
3	Marketing Management Paper – II	
4	Human Resource Management – Paper – II	
5	Business Economics (Macro – I) Paper – II	Macro Economics
6	Business Communication Paper – I	Business Communication P-II
7	Computer Application in Business Paper – I	Management Information System

### BBA – II SEMESTER – III

Sr.	Title of existing paper	Equivalent Paper
1	Management of Business Services Paper – I	Service Marketing
2	Cost and Management Accounting Paper – I	Cost Accounting
3	Production Management	Operations Management
4	Business Economics (Macro – II) Paper - I	
5	Entrepreneurship Development paper – I	Fundamentals of Entrepreneurship
6	Statistical Techniques for Business Paper – I	Statistical Techniques for Business
7	E – Commerce Paper - I	

### BBA – II SEMESTER – IV

Sr.	Title of existing paper	Equivalent Paper
1	Management of Business Services Paper – II	Rural and Retail Marketing
2	Cost and Management Accounting Paper – II	Management Accounting
3	Production Management	Forms of Business Organisation
4	Business Economics (Macro – II) Paper - II	
5	Entrepreneurship Development paper – II	Entrepreneurship Project Management
6	Statistical Techniques for Business Paper – II	Statistics for Decision Making
7	E – Commerce Paper - II	Research Methodology



BBA – III SEMESTER – V

Sr.	Title of existing paper	Equivalent Paper
1	Fundamentals of Business And Tax Laws Paper – I	Fundamentals of Business Laws
2	Practices in Modern Management Paper – I	Management Historians
3	Recent Trends in Marketing Paper – I	Digital Marketing
		Field Visit/Report (mini project)
4	International Business Paper – I	Human Resource Management
		Field Visit/Report (mini project)
5	Financial Management Paper – I	Financial Management
		Field Visit/Report (mini project)
6	Foundations of Human Skills Paper – I	Human Skills
7	Research Methodology Paper - I	

Students can choose Special subject – Marketing /Finance/ Human Resource Management

BBA – III SEMESTER – VI

Sr.	Title of existing paper	Equivalent Paper
1	Fundamentals of Business And Tax Laws Paper – II	Fundamentals of Taxation
2	Practices in Modern Management Paper – II	Organizational Behaviour
3	Recent Trends in Marketing Paper – II	International Marketing
		Project and Viva Voce
4	International Business Paper – II	Human Resource Development
		Project and Viva Voce
5	Financial Management Paper – II	Business Finance
		Project and Viva Voce
6	Foundations of Human Skills Paper – II	Business Ethics
7	Project Work Paper - II	Project and Viva Voce

Students can choose Special subject – Marketing /Finance/ Human Resource Management

<b>BBA-I Sem-I Fundamentals of Business Management CC-A1</b>		
<b>Course Outcomes:</b>	<ol style="list-style-type: none"> <li>1. Students should be able to 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.</li> <li>2. Have developed a working knowledge of fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Leading and Controlling;</li> <li>3. Be able to analyze organizational case situations in each of the functions of management;</li> <li>4. Be able to identify and apply appropriate management techniques for managing contemporary organizations; and</li> <li>5. Have an understanding of the skills, abilities, and tools needed to obtain a job on a management track in an organization of their choice.</li> </ol>	
<b>Marks:100</b>	<b>Hours of Teaching:60</b>	<b>Per Week: 04</b>
<b>Syllabus Contents:</b>		
<b>Unit I:</b>	<b>An Introduction to Management</b> 1. Meaning and Definition of Management, 2. Management as a Science and Art. 3. Contributions of F.W. Taylor, Henri Fayol, Frank and Lillian Gilbreth.	15
<b>Unit II:</b>	<b>The Environment of Organizations</b> The environmental factors STEEPL: Social, Technological, Economic, Ethical, Political & Legal. Understanding the Operations, Quality, and Productivity	15
<b>Unit 3:</b>	<b>Managers: Understanding the Manager's Job</b> 1. The basic functions of a manager at different Organizational levels. (Functions of Planning, Organizing, Staffing, Leading, and Controlling) 2. Steps in planning, Centralization and Decentralization, Authority and Responsibility, Motivation	15
<b>Unit 4:</b>	<b>Trends in Management</b> 1. Social Responsibility and Ethics 2 Global Perspective in Management: Definition and concept	15
<b>Reference Books :</b>	<ol style="list-style-type: none"> <li>1. Essentials of Management : Weirich and Koontz</li> <li>2. Management : Stoner, Freeman, and Gilbert</li> <li>3. Management: Prasad</li> <li>4. Management: Michael Principles of Management: Gupta, Meenakshi</li> </ol>	
	Teachers should encourage students to go thru material available on the internet, newspapers, magazines and Journals in reference to the subject.	

<b>BBA (Part - I) (Semester - I)</b> <b>Principles of Marketing</b> <b>CC-A2</b>			
<b>Course Outcomes:</b>	1. Understand the fundamentals of marketing. 2. Aware of the 4P's & 4C's of marketing mix. 3. Understand the consumer behavior and importance of market segmentation		
<b>Marks:100</b>	<b>Hours of Teaching:60</b>	<b>Per Week: 04</b>	<b>Credit Points:04</b>
<b>Syllabus Contents:</b>			
<b>Unit I:</b>	Introduction to Marketing. Meaning and Definition Importance, core concepts of marketing-Need, Wants, Demands, Value and Satisfaction. Different approaches of marketing-Product, Production, Selling, Marketing and Societal Marketing. Marketing Environment – Micro Environment, Macro Environment -PESTLE Analysis		15
<b>Unit II:</b>	Consumer Behavior-meaning and Importance of consumer behavior. 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		15
<b>Unit 3:</b>	Market Segmentation- Meaning and Importance of market segmentation. Basis for market segmentation. Requisites of sound market segmentation. Market Segmentation strategies, Targeting, Product positioning		15
<b>Unit 4:</b>	Marketing Mix- meaning,scope & importance, 4 P's of marketing. Product-meaning, concept, types of product, levels of product. Price-meaning,concepts, types of pricing, methods of pricing. Place-Meaning, concept,Promotion-meaning,concept, types of promotion, methods of promotion. Evolution of 4 P's to 4 C's -Consumer, Costs, Convenience, Communication		15
<b>Reference Books :</b>	MarketingManagement–PhilpkotlerMarketingManagement MarketingManagement–RajanSaxena MarketingManagement–V.S.Ramswami&Namkumari MarketingManagement–WilliamJ.Stantion&MicahelJ.Etzel MarketingManagement- Sherlekar MarketingManagement–JosephGuiltinam&Gordonpaul Marketing Management – Dr.C.N.Sontakki		

<b>B.B.A.-I SEM I Micro Economics CC-A3</b>		
<b>Course Outcomes:</b>		
<ol style="list-style-type: none"> <li>1. Learners will be able to explain meaning and scope of business economics</li> <li>2. Learners will apply the concept and theories of demand and consumer behaviors'</li> <li>3. Learners will apply concepts of factor pricing and production function in business practices</li> <li>4. Learners will understand different markets and its pricing practices</li> </ol>		
<b>Expected Skills Impartation (Through theory and Practical's)</b>		
<ol style="list-style-type: none"> <li>1. Ability to apply economics principles in business</li> <li>2. Ability to critical thinking on pricing, cost and revenues</li> <li>3. Ability to application of economics principles in business practices</li> </ol>		
Marks : 50	Total Lectures of Teaching : 60	Credits : 4
<b>Unit-1:</b>	<b>Introduction to Economics</b> <ol style="list-style-type: none"> <li>1.1. Definition ,Nature, Scope and Significance of Economics</li> <li>1.2. Difference between Micro and Macro Economics</li> <li>1.3. Basic Economic Problem</li> <li>1.4. Business Economics and Business Decisions</li> </ol>	15 Lectures
<b>Unit-2:</b>	<b>Consumer Behavior &amp; Demand Analysis</b> <ol style="list-style-type: none"> <li>2.1. Concept of Utility-Law of Diminishing Marginal Utility</li> <li>2.2. Indifference curve analysis- Properties – consumer's equilibrium</li> <li>2.3. Law Demand - Determinants of demand, Elasticity of demand</li> <li>2.4. Measurement of Elasticity of demand and its applications</li> </ol>	15 Lectures
<b>Unit-3:</b>	<b>Factor Pricing and Production Function</b> <ol style="list-style-type: none"> <li>3.1. Cost and Revenue - Concepts and Curves</li> <li>3.2. Innovation theory of Profit, Risk and Uncertainty theory of Profit</li> <li>3.3. Loanable fund theory of Interest -Liquidity Preference theory of Interest</li> <li>3.4. Production function -Long Run &amp; Short Run Production Function</li> </ol>	15 Lectures
<b>Unit-4:</b>	<b>Market Structure</b> <ol style="list-style-type: none"> <li>4.1. Perfect Competitive Market - Characteristics and Price determination</li> <li>4.2. Monopoly -Characteristics and Price determination</li> <li>4.3. Monopolistic Competition -Characteristics and Price determination</li> <li>4.4. Oligopoly --Characteristics and Concept of Price Leadership</li> </ol>	15 Lectures
<b>References :</b>		
<ol style="list-style-type: none"> <li>1. M.L.Seth , “ Micro Economics” Laxmi Narayan Agrwal Publication Aagra</li> <li>2. M.L.Jhigan, “ Micro Economic Theory” Vikas publication New Delhi</li> <li>3. Gupta G.S. “Managerial Economics” Tata Mac Graw Hill Publication New Delhi.</li> <li>4. Dean J. “Managerial Economics, Theory and Applications” Himalaya Publishing House, New Delhi.</li> <li>5. Ahuja H.L. : Advanced Economic Theory” Seth Publication</li> <li>6. M.N.Shinde, “ Managerial Economics”,Ajab Publication Kolhapur</li> <li>7. R.R.Doshi, “Modern Business Economics” Modern Publication New Delhi.</li> <li>8. D.D.Chaturvedi, “ Business Economics Theory and Applications” International Book House Ltd. Ahmadabad</li> <li>9. D.D.Tewari, “ Principles of Micro Economics”</li> <li>10. R.R.Barthwal, “Micro Economic Analysis”</li> <li>11. V.K.Puri, “Business Economics” Himalaya Publishing House, New Delhi.</li> <li>12. P.M. Salwan, “Texmans Business Economics” Texman Publication New Delhi.</li> </ol>		

<b>BBA (Part - I) (Semester - I)</b> <b>Information Technology in Business Management</b> <b>Course Code:GEC-G1</b>			
<b>Course Outcomes:</b>	Students who complete this course should 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.		
<b>Expected Skills Implementation</b>	1. Business document development skill 2. Presentation and data analysis skill 3. Software and networking skill		
<b>Marks:100</b>	<b>Hours of Teaching:60</b>	<b>Per Week: 04</b>	<b>Credit Points:04</b>
<b>Syllabus Contents:</b>			
<b>Unit I:</b>	<b>Introduction to Computer:</b> Computer-definition and meaning, characteristics ,Generation of computers, Types of computer, Block diagram, Input- output devices, Memory, Types of memory, Storage devices.		15
<b>Unit II:</b>	<b>Computer Software and Networks</b> <b>Software :</b> Definition and Types Computer network – types, topologies, Internet, intranet, extranet. Search engine – concept and working of search engine		15
<b>Unit 3:</b>	<b>Ms-Word and PowerPoint</b> <b>Microsoft Word:</b> - Introduction to word components, working with word document, Formatting documents, working with tables, tools <b>Microsoft PowerPoint:</b> Introduction to PowerPoint components, working with PowerPoint, Creating presentation, formatting presentation, Adding effects to presentation.		15
<b>Unit 4:</b>	<b>MS-Excel</b> Introduction to excel, spreadsheet, Formatting worksheet, working with graphics in excel, types of charts, mathematical and statistical functions in excel.		15
<b>Reference Books :</b>	1. Fundamentals of Computer by P.K.Sinha 2. Computer Today – Basundara 3. Fundamentals of Computer – V.Rajaraman 4. MS – OFFICE -97 By Gini Courter and Annette Marquis, BCB publication. 5. Foundations of Information Technology Course book 9: Windows 7 and MS Office 2007 (With MS Office 2010 Updates)- SangeetaPanchal,AlkaSabharwal		
	This paper should be taught preferably in the computer laboratory conducting practical's.		

<b>B.B.A. Part I Semester I Business Communication, Paper –I AECC-C1</b>			
Course outcomes	After the completion of the course, students will be able to 1. Understand business communication 2. Develop vocabulary 3. Develop effective writing skills 4. Develop effective reading skills		
Expected Skills Impartation	1. Business communication skills 2. Effective Writing skills 3. Reading skills		
<b>Total Hours of teaching: 60</b>	Total Marks: 100	<b>Theory: 50</b>	Internal: 50
<b>Syllabus Contents:</b>			
Unit 1:	<b>Basic principles of Communication :</b> Introduction, understanding communication, the Communication process, Types of communication, Barriers to effective communication, 7 C's of communication		15 Hours
Unit 2:	<b>Writing Effective English</b> Word formulations- Prefixes , suffixes, , vocabulary development, basic sentence patterns, types of sentences- Simple, complex, compound,		15 Hours
Unit 3:	<b>Business communication:</b> Written communication- significance in business, Language of business writing, Business letters- order, enquiries and replies, sales letters, complaints, claims and adjustment letters, goodwill letters		15 Hours
Unit 4:	<b>Reading Skills</b> Introduction, what is reading? Types of reading- slow, fast, silent, SQ3R technique of reading. Reading comprehension: 1. On the education of a Man of Business- Arthur Helps 2. When ideas make money- Sharmila Gameshan 3. Good Manners –J.G. Hill		15 Hours
Reference Books :			
<ol style="list-style-type: none"> <li>1. Communicative Spoken English, Rajaneesh Nayar</li> <li>4. Linguistics and the process of communication, , Dr. Vipul V. Makodia</li> <li>5. Communicative Spoken English , Rajneesh Nayar, Mark Publishers, Jaipur</li> <li>6. Enriching your competence in English, A. R. Thorat, B. S. Valke, S. B. Gokhale, Orient Longman, Hyderabad</li> <li>7. Essential Communication Skills, Shalini Aggarwal , Ane Books Pvt. Ltd., New Delhi</li> <li>8. Business Communication , Urmila Rai, S. M. Rai, Himalaya Publishing House , Mumbai.</li> <li>9. Communication Skills and Soft Skills , Avani Sharma, Yking Books, Jaipur2017</li> <li>10. An Approach to Communication Skills Indrajit Bhattacharya, , Delhi : Dhanpat Rai, 2008.</li> <li>11. Business Communication Skills, Varinder Kumar, Bodh Raj, Manocha, Kalyani Publishers, New Delhi, latest edition.</li> <li>12. Communication Today &amp; Tomorrow, Ravi Aggarwal : Sublime Publications, Jaipur, 2008.</li> </ol>			
Suggested Research journal:			
<ol style="list-style-type: none"> <li>1. International journal of Business Communication, <a href="https://journals.sagepub.com">https://journals.sagepub.com</a></li> <li>2. IOSR Journal of Business and management , <a href="https://iosrjournals.org">https://iosrjournals.org</a></li> </ol>			

<b>B.B.A.-I Semester-II Accounting for Managers CC-A4</b>		
<b>Objectives:</b> To understand the basic concepts & principles of Financial Accounting.		<b>Periods</b>
Course Outcomes: 1. Understand the concepts in accountancy. 2. Prepare ledger accounts, subsidiary books and trial balance. 3. Demonstrate calculations of depreciation. 4. Prepare statements of accounts.		
Unit -I	Financial Accounting	
	Meaning, Need and Objectives of Accounting, Book-Keeping vs. Accounting, Users of Accounting, Branches of Accounting, Accounting Principles-Concepts and Conventions, Accounting Standards	10
Unit -II	Accounting Process	
	Journalizing Transactions, Ledger Posting, Subsidiary Books, Trial Balance , Bank Reconciliation Statement	20
Unit-III	Depreciation	
	Concept, Causes for Depreciation, Basis for Depreciation, Methods of Depreciation- Straight Line Method – Written Down Method- Change in Depreciation Method	10
Unit-IV	Final Accounts	
	Introduction, Preparation of Trading A/C, Profit & Loss A/C and Balance Sheet for Sole Proprietorship and Partnership Firm	20
	<b>Reference Book:</b> <ol style="list-style-type: none"> <li>1. Advance Accountancy: Volume I- M.C. Shukla And Grewal ,S.Chand &amp; Company Pvt.Ltd.,New Delhi.</li> <li>2. Advance Accountancy: S.P. Jain And K.L. Narang,Kalyani Publishers, New Delhi.</li> <li>3. Advance Accountancy: R.L. Gupta and M.Radhaswamy,Sultan Chand &amp; Sons,New Delhi.</li> <li>4. Advance Accountancy: M.E.Thukaram Rao, New Age International Publishers, New Delhi.</li> <li>5. Financial Accounting-V.Rajasekaran and R.lalitha,Pearson Publications,Noida,Utter Pradesh.</li> <li>6. Book Keeping and Accountancy-Dr.M.Sharma, Dr.D.K.Bhardwaj ,Sanjay Biyani, Ramesh Book Depot, Jaipur</li> </ol>	

<b>B.B.A. - I Sem-II Human Resource Management, Paper – II CC-A5</b>		Marks 100
Course Outcomes	CO1 Describe human resource planning process CO2 Describe selection procedure in detail CO3 Describe the methods of management development CO4 Describe different methods of training	
Objectives:	To understand basic concepts, principles, factors & functions of Human Resources Management.	Periods
1	Performance Appraisal- Need/Purpose and Methods of of Performance Appraisal	15
2	Promotion, Transfer & Demotion- Meaning & importance, Employee separation- Exit Policy, V R S , Lifetime employment without guarantee Lay- off – retrenchment	15
3	Compensation Management- Components of Remuneration, factors effecting Wage & Salary levels, Variable compensation	15
4	Employee Benefits & Services- Factors influencing Benefits & Services, Employee Security Benefits, Old-age & Retirement Benefits, Employee Health & Safety, Accident Prevention- Safety Engineering.	15
	Reference Book:- 1. Human Recourse Management – Ian Breadsevace and len Holden. 2. Human Recourse Management – S.S. Khanka. 3. Human Recourse Management –Biswajeet Patnayak. 4. Human Recourse Management and Industrial Management – Aswathappa 5. Management of Human Recourse – R.S. Diwivedi	

<b>B.B.A. I SEM - II Macro Economics CC-A6</b>
<b>Course Outcomes:</b> 1. Learners will be able to understand concepts of national income and demand of supply of money 2. Learners will apply the principles and theories of inflation and business cycle 3. Learners will understand different concepts of public finance
<b>Expected Skills Impartation (Through theory and Practical's)</b> 1. Ability to apply macro economics principles in business practices 2. Ability to critical thinking on inflation, business cycle and public debt 3. Ability to application of macro economics principles in business practices



Marks : 100		Total Lectures of Teaching : 60	Credits : 4
<b>Unit-1:</b>	<b>Introduction to Macroeconomics</b> 1.1. Meaning and Scope of Macro Economics 1.2. Circular Flow of National Income - Five Sector Model of National Income 1.3. Concepts of National Income- GDP, GNP, NNP, PCI, PI & DI 1.4. National Income Accounting - Income, Expenditure and Production Method	15 Lectures	
<b>Unit-2:</b>	<b>Demand and Supply of Money</b> 2.1. Meaning, Evolution and Functions of Money 2.2. Supply of Money- Constituents of Money Supply 2.3. Money Multiplier and High Power Money 2.4. Demand for Money- Liquidity Preference Theory	15 Lectures	
<b>Unit-3:</b>	<b>Inflation and Business Cycles</b> 3.1. Meaning and types and impact of Inflations 3.2. Causes and remedies for controlling inflations 3.3. Meaning, types and Phases of business cycles 3.4. Theories of business cycle- Hawtrey and Schumpeter's theory	15 Lectures	
<b>Unit-4:</b>	<b>Public Finance</b> 4.1. Meaning and Scope of Public Finance 4.2. Public Budget - Meaning, Types and Components 4.3. Public Revenue-Tax and Non-tax Revenue- 4.4. Public Expenditure & Public debt-Sources and causes of its increasing trends	15 Lectures	
<b>Suggested Additional Readings:</b>			
<ol style="list-style-type: none"> <li>1. Ahuja H.L.(2010), Macro Economics Theory and Policy, S. Chand and Company.</li> <li>2. Branson William H. (1997), Macro Economics Theory and Policy, Harper Collins India Pvt.Ltd.</li> <li>3. Crowther Geoffrey (1940), An Outline of Money, Thomas Nelson and sons Ltd. London</li> <li>4. Duesenberry James, S. Business Cycles and national Income, Georg Allen and UnionLondon</li> <li>5. Derburg and McDougal (1976), Macro Economics, McGraw Hill Education, New York</li> <li>6. Dewtt K.K.,(2006),Modern Economic Theory, S. Chand and Company.</li> <li>7. Gupta G.S.(2008),Macro Economics: Theory and Applications, tata McGraw Hill Education</li> <li>8. Gupta S.B.(2010),Monetary Economics, S. Chand and Company.</li> <li>9. Hanson J.L. An Outline of Monetary Theory, McDonalds and Evans Ltd. London</li> <li>10. Haberler Gottfried (1968) Theory of International Trade, William Hodge and Company</li> <li>11. Hanson Alvin H. (1949), Monetary Theory and Policy, McGraw Hill Publication</li> <li>12. Hanson J.L.(1970),Monetary Theory and Practice, McDonalds and Evans Ltd. London</li> <li>13. Hicks U.K.(1968), Public Finance, James Nisbet and Comp.London</li> <li>14. Lindauer John (2012) Macro Economics,4th Ed iUnivers Inc. Bloomington USA</li> <li>15. 16. Jingham M.L. Macro Economic Theory, Vinda Publication Pvt.Ltd.new Delhi</li> </ol>			

<b>BBA (Part - I) (Semester - II)</b> <b>Management Information System</b> <b>GEC-G2</b>			
<b>Course Outcomes:</b>	Students who complete this course should be able to: 1. Understand basics Information System. 2. Understand working and applications of different information systems. 3. Study system development lifecycle. 4. Analyze the system requirement		
<b>Expected Skills Implementation</b>	1. Selection of IS for organization. 2. System development and analysis skill		
<b>Marks:100</b>	<b>Hours of Teaching:60</b>	<b>Per Week: 04</b>	<b>Credit Points:04</b>
<b>Syllabus Contents:</b>			
<b>Unit I:</b>	<b>Introduction to information System:</b> Concept of data, information, system, information system, Characteristics of system, need of information system, Concept of decision, types of decisions, phases in decision making, difference between computer literacy and IS literacy.		15
<b>Unit II:</b>	<b>Types of IS – (Operational &amp; Knowledge Level)</b> Information need at different levels in organization, <b>TPS:</b> Introduction, need and significance, applications <b>OAS:</b> Introduction, need and significance, applications <b>KWS:</b> Introduction, need and significance, applications		15
<b>Unit 3:</b>	<b>Types of IS –(Management and Strategic Level)</b> <b>MIS:</b> Introduction, need, characteristics and significance, applications <b>DSS:</b> Introduction, need, characteristics and components, applications <b>ESS:</b> Introduction, need, characteristics and components, applications.		15
<b>Unit 4 :</b>	<b>System Analysis and Development</b> <b>Overview of System Development:</b> - System analysis, design and completing system development process. System building methods: System life cycle, prototyping, application software packages, end user development and outsourcing		15
<b>Reference Books :</b>	1. Management Information System: Jawadekar W. S. 2. Management Information system – D. P. Goyal. 3. Management of information systems – James A. O’Brien 4. Management Information Systems, Kenneth C. Laudon, Prentice Hall Updates)-SangeetaPanchal,AlkaSabharwal		

<b>B.B.A. Part-I Sem-II Business Communication, Paper – II AECC-C2</b>		
<b>Course Outcomes</b>	After the completion of the course, students will be able to <ol style="list-style-type: none"> <li>1. Understand the nature of effective oral communication</li> <li>2. Face the interview confidently and participate in the group discussion</li> <li>3. Develop presentation skills</li> <li>4. Understand different modern office communication tools</li> </ol>	
<b>Expected Skills Impartation</b>	<ol style="list-style-type: none"> <li>1. Professional Business Communication skills</li> <li>2. Interview skills</li> <li>3. Modern social media skills</li> </ol>	
<b>Total Hours of Teaching : 60 Total: 100 marks theory 50 marks Internal 50 marks</b>		
<b>Unit 1 :</b>	Unit-I Oral Communication - <ol style="list-style-type: none"> <li>a) Nature, characteristics, body language , Confidence building , Effective communication</li> <li>b) Interviews, conducting interviews and giving interviews.</li> <li>c) Group Discussion, nature, dos and don'ts of group discussion, Opening of topic, discussion, summary, observer's comments.-</li> </ol>	<b>15Hrs</b>
<b>Unit 2 :</b>	Communication in Organization – <ol style="list-style-type: none"> <li>a. Formal Channels: Downward, upward, horizontal -Internal Channels: Grapevine</li> <li>b. Informal channels : rumours</li> <li>c. Mannerisms and etiquettes at workplace</li> </ol>	<b>15 Hrs</b>
<b>Unit 3 :</b>	Presentation skills – <ol style="list-style-type: none"> <li>a. Speech Public speech, prepared and extempore speech : opening, body of speech, closing of speech</li> <li>b. Seminar presentation: content preparation, referencing skills ( searching information from Google, yahoo , Google scholar, Encyclopedia etc) content presentation</li> <li>c. Power point presentation: preparing slides and presenting the information</li> </ol>	<b>15 Hrs</b>
<b>Unit 4 :</b>	Modern office Communication – <ol style="list-style-type: none"> <li>a. Electronic Communication- Telephone, EPBAX system, Tele-conferencing, SMS writing skill, E-mail, voice-mail, Fax</li> <li>b. Social Media Communication – meaning, types, advantages and disadvantages</li> </ol>	<b>15 Hrs</b>
<b>Reference Books:</b>		
<ol style="list-style-type: none"> <li>1. Basic Business Communication: Robert MaArcher.</li> <li>2. Effective Business Communication: Murphy.</li> <li>3. Excellence in Business communication: Thill.</li> <li>4. Handbook of Business Correspondence: Frailey.</li> <li>5. Business English &amp; Communication: Cleark.</li> <li>6. Business Communication:Pradhan &amp; Thakur.</li> <li>7. Mass Media and Communication in Global Scenario: Ratnesh Dwivedi, Kalpaz Publications (2013)</li> </ol>		