

GROUP A

MAJOR

Part A – Introduction			
Program: Certificate	Class BBA I Year	Year: 2022	Session : 2022-23
Subject: Communication Skills			
Course Code	M1-BBAA2T(Group-I)		
Course Title	BBA		
Course Type	Core Course		
Pre-requisite (if any)	Not required (open for all)		
Course Learning Outcome	Learners will be able: 1. To recall the types, channels and elements of communication and use them in managing organizational effectiveness. 2. To learn and practice verbal and non-verbal communication. 3. To equip themselves with the knowledge of business correspondence and use it in their work. 4. To engage effectively in discussions, interviews and conferences. 5. To recall and write reports effectively and other business documents.		
Credit Value	(Credits) 6		
Total Marks	Max Marks : 40+60	Min Passing Marks: 33	
Part - B Content of the Course			
Total No. of Lectures- Tutorials- Practical (in hours per week): L-T-P: 90			
UNITS	TOPICS	No. of Lectures	
1	Historical Background of Communication, Definition and process of communication. Essential of effective communication, Barriers to communication, Role of communication in organizational Effectiveness.	18	
2	Public Speech –Composition, Principles, Speech Delivering skills. Group Discussion: Do's and Dont's, Communication in Committees, Seminars, Conferences, Symposia and Press Conference. Audience Analysis.	18	
3	Non- Verbal Communication: Meaning, Types and Importance. Listening, Difference between Listening and Hearing,	18	
4	Business Correspondence, Essentials of effective Business Correspondence, Structure of Business Letter,	18	

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	Types of Business Letter- Enquiry, Reply, Orders, Complaints, Circular Letter. Principles of clear business writing,	
5	Drafting of Notices, Agenda, Minutes, Job Application Letters, Preparation of Curriculum Vitae.	18
Part C- Learning Resources		
	Text Books, Reference Books and Other Resources	
<ul style="list-style-type: none"> • Suggested Reading: • Business Communication Concepts & Skills, T. N. Chhabra, Sun India Publishers. • Business Communication by Shashi k Gupta. • Business Communication, R K Madhukar, Vikas Publication • Business Communication, K. K. Ramachandran, Himalaya Publishing House. • Business Communication, Dr. S M Shukla, Shaitya Bhawan Publication • Essential of Business Communication, sixth Edition, Mary Ellen Guffey, South – Western College Publishing. • Ace of Soft Skills Attitude Communication and Etiquette for Success by Gopalaswamy Ramesh, Pearson India. • Rao N. & Das R. P. Communication Skills, Himalaya Publishing House. • Mehta D. & Mehta N.K., A Handbook of Communication Skills Practices, Radha Pub., New Delhi. • Sinha K K., Business Communication, Galgotia Publishing House, New Delhi • Murphy A. & Peck Charles E., Effective Business Communication, Tata Mcgraw Hill, New Delhi. • Suggested web links: • http://books.google.co.in/books/about/effective Business Communication.html?id=Dzo1joiJVoIC • Suggested Equivalent Online Course: 		

Praveen

Shwastav

Ravi

Prabhas

Rashmi

Chitraanshu

Aparna

MINOR

Part A Introduction			
Program: Certificate		Class: BBA I Year	Year:2022 Session:2022-2023
Subject: MICRO ECONOMICS			
1	Course Code	MI-BBABI T (Group-II)	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/General Elective/Vocational)	(Core Course)	
4	Prerequisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	1. Students will understand the importance of basic principles of micro economics. 2. Students will be able to understand the basics of demand-supply rules and elasticity. They will also learn how to implement it. 3. Utility, utility analysis and market surplus, students will be able to understand. 4. Students will be able to understand production principles, classify costs and incomes. 5. Students will be able to understand the comparison of different market systems. 6. Students will be able to understand how national income is calculated.	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks: 40+60	Min. Passing Marks:33
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week):3 Hours L-T-P: 90			
Unit	Topics	No. of lectures	
1	Introduction to economics, Definitions of economics, Nature and Scope of Economics, Significance and Evolution of Micro Economics, Functions of Managerial Economics.	10	
2	Concept of Law of Demand, Law of Supply, Concept of Market Equilibrium, Elasticity of Demand, Demand Determinants.	15	
3	Utility Analysis, Marginal Concept of Utility, Law of Diminishing Marginal Utility, Indifference Curve Analysis: Assumptions, Properties of Indifference curve, Theories of Consumer Surplus.	20	

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4	Elements of Cost, Factors of Production, Average Cost, Marginal Cost, Total Cost, Modern Theory of Rent, Modern Theory of Interest, Modern Theories of Profit, Modern Theory of Wage. Types of Market Structure, Perfect v/s Imperfect Market,	20
5	National Income: Estimates and Analysis (GNP, NNP, GDP, HDI), Methods of Measurement of National Income, Trade Cycles.	25
Keywords/Tags:		
Part C-Learning Resources		
Text Books, Reference Books, Other resources		
Suggested Readings:		
<ul style="list-style-type: none"> Maddala & Miller, Microeconomics Theory and Applications, 13th Reprint 2017 Sinha V. C., Principles of Economics, Sahitya Bhawan Publication, Agra 		

<ul style="list-style-type: none"> Adhikary, M., Business Economics, Excel Books, New Delhi. Chopra, N. P, Managerial Economics, New Delhi, TMH, 1985. Koutsoyiannis, A., Modern Micro Economics, Mac Milian, New York Jhingan, M. L. <i>Micro Economics</i> Dr. J C Pant & Dr. J P Mishra, Micro Economics, Sahitya Bhawan, Agra (Hindi Medium) Dr. C.M. Mehta, Micro Economics, Ram Prasad & Sons, Bhopal (Hindi Medium)
Suggested web links:
Suggested equivalent online courses:

CPK...

Amritha

Ravi

Apal

Apal

Rushmi

Chitranshu

OPEN ELECTIVE

Part A Introduction

Program : Certificate		Class: BBA I Year	Year : 2022	Session 2022- 2023
Subject: FINANCIAL ACCOUNTING				
1	Course Code	M I- BBACIT (Group-III)		
2	Course Title	BBA		
3	Course Type (Core Course/ Elective/ Generic Elective/ Vocational/...)	(Core Course)		
4	Pre – requisite	Not Required (Open for All)		
5	Course Learning Outcomes (CLO)	1. Students will be able to understand the basics of book- keeping and accounting. 2. Students will be able to know about accounting software. 3. Students will be able to do the accounting work of the business unit. 4. They will be in a position to understand and technically use bank reconciliation, branch accounts and departments accounts. 5. Students will understand the concept of Royalty accounting and Hire- Purchase accounting and learn what accounting remedies relate to them and where it can be used.		
6	Credit Value	(Credit) 6		
7	Total Marks	Max. Marks: 40+60	Min.passing Marks:33	

Part B – Content of the Course

Total No. of Lectures – Tutorials – Practical (in hours per week) : 3 hours
L-T-P :90

Unit	Topics	No. of Lectures
1	Accounting and its place in business and relationship with other financial areas, double Entry System, Book Keeping – Meaning, Advantages, Concepts and convention, Difference between Financial Accounting, Cost Accounting , and Management Accounting.	10
2	Types of books of accounts and their preparation ,Journal ,Ledger , Trial Balance and Depreciation , Computerized Accounting software (cloud books, wave and Tally)	20
3	Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet .Preparation of EMI Chart.	20
4	Royalty Accounts, Hire Purchase Accounts- Accounting records in the books of Purchase and vendor.	20

Usha
Anastasia
Roua

Leah

chitra
Ap



Keywords / Tags:

Part C – Learning Resources

Text Books, Reference Books, Other resource

Suggested Readings:

- Mukherjee & Hanif, Financial Accounting, Tata Mc Graw Hills , New Delhi
- Shukla & Grewal, Financial Accounting , S Chand Publication 2019 , New Delhi
- J R Batliboi , Double Entry book keeping System: A complete treatise on the fundamentals of Accounting written specifically for Indian Studies and Businessmen, Standard Accountancy Publication, 1987.29th edition , Mumbai
- Gupta, R L Advanced Accounting, Sultan Chand & Sons , New Delhi
- S.M Shukla , Financial Accounting , Sahitya Bhavan Publication , Agra Latest Publication(Hindi and English Medium)
- Accounting Principles , Anthony R N , and Reece , J S 6th ed, Homewood Richard D Irwin Publication , Illinois Us

Suggested Web links:

http://books.google.co.in/books/about/Financial_accounting.html?id=g7W0ZELBRy8C&redir_esc=y

[http:// Corporatefinanceinstitute.com/resources/knowledge/accounting/trial-balance](http://Corporatefinanceinstitute.com/resources/knowledge/accounting/trial-balance)

<http://www.accountingtools.com/articles/the-four-basic-financial-statement.html>

Suggested equivalent online courses:

Chauhan

Shrivastava

Roua

Rashmi

Zafar

Apal

Chitrawan