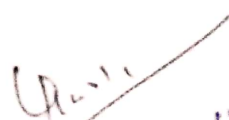
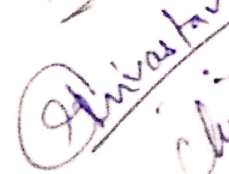

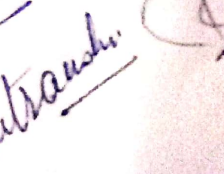
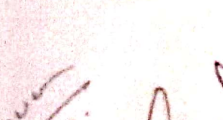

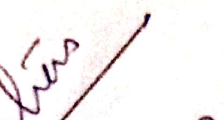
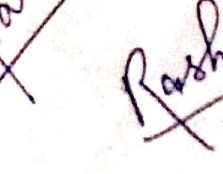

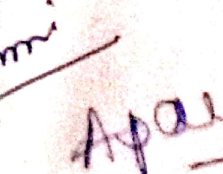

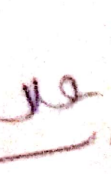


Group A MAJOR			
Program: Certificate	Class BBA I Year	Year: 2022	Session : 2022-23
Subject : BUSINESS MANAGEMENT			
1	Course Code	M 1 – BBAAIT (Group-I)	
2	Course Title	BBA	
3	Course Type (Core Course/ Elective/Generic Elective/ Vocational/.....)	(Core Course)	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	1. Student will be able to assess the global context for planning coordinating, and monitoring managerial behaviour. 2. Through various planning and decision-making techniques, students can learn about how businesses ensure to remain in a competitive market. 3. Students will understand various forms of organizational structures and their importance. 4. Students can learn about various strategies used by businesses to maintain and improve employee efficiency. 5. Students will be able to understand how organizations use different leadership styles to stay competitive.	
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	Management in Indian Culture and Tradition, Definition and Meaning of Management, Functions and Responsibilities of Management, Role of manager, Principles of Management. School & Thoughts of Management.	18	
2	Planning: Process, Types and Significance, Planning vs. Forecasting Objective, Strategies and Policies, MBO. Decision Making: Process & Significance, Planning for Start-ups.	18	
3	Organization: Nature and Purpose of organization. Importance and process of Organization. Departmentalization, Organizational structures: types and relevance, Line and Staff relationship.	18	
4	Authority- Delegation, Decentralization - Difference between Authority and power- Responsibility, Recruitment- Sources, Selection, Training, Direction -Nature and Purpose.	18	



5	Leadership: Meaning, Importance, Types of Leadership, Leadership Styles, Motivation: Types & significance, Maslow's Need Hierarchy, Theory X&Y of Motivation. An overview of Strategic Management, SWOT Analysis, Strategic Analysis, Alternative-Choice & Evaluation. Future Management-Challenges and Skills	18
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Part C- Learning Resources		
Text Books References Books Other resources		
<p>Suggested Readings</p> <ul style="list-style-type: none"> • Management-James A.F. Stoner, R. Edward Freeman-Pearson Prentice Hall-6th Edition • Principles of Management- PC Tripathi & PN Reddy-TMH-5th Edition-2012. • Koontz D and Welhrich: Management, International Student Edition, Tokyo 1980. • .R.D. Agrawal: Organization & Management MC Graw Hill, New Delhi 1982. • Newman and Warran: The Process of Management: Concepts, Behaviour and Practices, PHI. • S. M. Shukla: Principles of Management, Sahitya Bhawan, Agra (UP) (Latest Edition (Hindi and English Medium). • Dr. Rajeev Kumar Jhalani &Dr. Yogita Chandel, Principles of Management, Devi AhilyaPrakashan, Indore (Hindi Medium) • Dr. C. M. Mehta, Business Organization, Ram Prasad and Sons, Bhopal. (Hindi Medium) <p>Suggested Web Links</p> <p>https://www.dphu.org/uploads/attachments/books/books_5284_0.pdf</p> <p>https://education.stateuniversity.com/pages/ewlev9e9ib/An-Introduction-to-the-Principles-of-Management.htm</p> <p>Suggested equivalent online courses:</p>		

Prakash

UPSC-11

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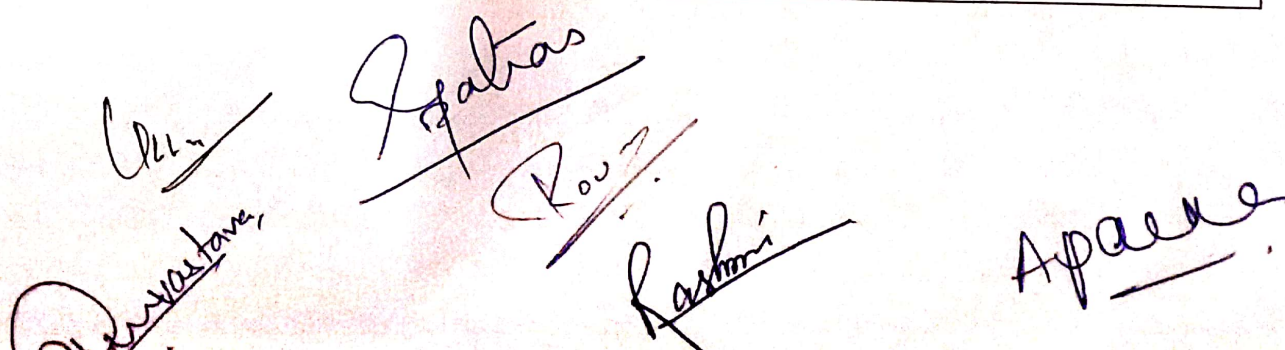
Rashmi

Chitranshi

Aparna

MINOR

PART A INTRODUCTION			
PROGRAM: certificate	Class: BBA I Year :2022	Session:2022-2023	
Subject : BUSINESS STATISTICS			
1	Course Code : M1 BBA		
2	Course title	BBA	
3	Course type (core course/ elective/generic elective /vocational)	(Core course)	
4	Prerequisite(if any)	Not required (open for all)	
5	Course learning Outcome (CLO)	1.To provide basic knowledge of statistics to students 2. To develop the ability to analyze and interpret data to provide meaningful information to assist in making management decisions. 3. To describe data and make evidence based decisions using inferential statistics that are based on well reasoned statistical arguments.	
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	Meaning and Definition of Statistics, Steps in Statistical Investigations, Laws of Statistics, Scope of Statistics in Management and Industry, Limitations of Statistics	15	
2	Methods of Collection of Data- Primary and Secondary, Presentation of Data – Bar Diagram, Pie Chart and Histogram , Frequency Distribution- Inclusive and Exclusive series	17	
3	Measures of Central Tendencies: Mean, Median, Mode, Geometric Mean and Harmonic Mean	18	





4	Measures of Variation: Standard Deviation & Mean Deviation and Skewness – Karl Pearson's Coefficient, Time Series Analysis -introduction to additive and multiplicative model	20
5	Correlation & Regression Analysis - Karl Pearson's Coefficient of Correlation ,Spearman's Rank correlation (without ties), Regression - Lines of Regression, Index Numbers- Laspeyre's, Paasche's, Fisher's method	20
Text Books,Reference Books,Other Resources		

- Fundamental of Statistics S.C.Gupta ,Himalaya Publications
- Basic Business Statistics: Concepts and Applications, Bereson and Levine, Pearson Education
- Business Statistics, N.D.Vohra, TATA Mcgraw Hill
- D.N.Elhance : Fundamental of Statistics ,Kitab Mahal ,Allahabad
- Gupta S P : Business Statistics ,Sultan Chand and Sons ,New Delhi
- Statistical Analysis, DrP.C.Tulsian ,Sultan Chand Publications ,Delhi
- Business Statistics, Dr S M Shukla and Sahani, Sathiya Bhawan Publications, Agra
- Business Statistics, R.S.Bharadwaj ,Excel Books
- STATISTICS FOR BUSINESS AND ECONOMICS,Anderson,Sweeney, Williams ,Camm,Cocharan,Cengage
- Stine, R. and Foster. (2014).Statistics for Business (Decision making and Analysis),Pearson.

Suggested weblinks :
http://cs.ioc.ee/ITKStats/files/1_intro.pdf

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Aparna
Shivastava
Rashi

OPEN ELECTIVES

Part A Introduction			
Program: Certificate		Class : BBA I Year	Year:2022 Session:2022-2023
Subject: BUSINESS MATHEMATICS			
1	Course Code	MI -BBAC2T (Group-III)	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/General)	(Core Course)	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	Students will learn to prepare and calculate Invoice, Ratio, Simultaneous equation in two or three variables, Matrices, Logarithm, formulate word problems in order to solve the problems using various methods, Commission, Discount, and Brokerage, Profit and Loss,	
6	Credit Value	(Credit) 4	
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	Ratio ,Gaining and Sacrifice Ratio, Proportion, Percentage, Average -Simple Average and weighted Average		20
2	Simultaneous equation-Meaning, Characteristics, Types and calculations, Preparation of Invoice		20
3	Determinants and Matrices, Matrix- Definition. Types, Basic Operations on Matrices, Transpose of Matrix. Determinants- Minors and Co factor. Adjoint and Inverse of Matrix.		20
4	Commission, Discount, Brokerage and Profit and Loss		20
Part C-Learning Resources			
Text Books, Reference Books, Other resources			
Suggested Readings:			
<ul style="list-style-type: none"> Spooner H.A. and D.A.L Wilson, The essence of Mathematics for Business, Prentice Hall of India Private Limited, New Delhi latest edition 			

Signature (p.c.)

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- S.M. Shukla: Business Mathematics, Sahitya Bhawan, Agra latest edition (Hindi and English Medium)
- V. Sundaresan and S.B. Jeysoclan: An Introduction to Business Mathematics, S.Chand&Co Pvt. Ltd, New Delhi Latest edition
- M. Raghavachari: Mathematics for Management, An Introduction Tata McGraw Hill Publishing company Ltd, New Delhi latest edition
- Dr. Alok Kumar, Vedic Mathematics, Upkar Prakashan, Agra, U.P. (Hindi Medium).

UPKAR

S. G. G. G.

Shivaram

Rashmi

Chitranshi

Aparna