Faculty of Management

Bachelor of Business Administration (B.B.A)
B.B.A. II Semester
Subject-Business Communication
Paper-Major I

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO1	To analyze the fundamental principles of communication within Indian traditions, including oral, written, and symbolic forms.	A
CO2	To evaluate the nature of modern communication and identify various linguistic, psychological, and cultural barriers.	K, L
CO3	To apply key principles of written and oral communication, including business correspondence and non-verbal skills.	K, U,A
CO4	To develop practical communication skills for report writing, preparing business notices, agendas, and minutes.	L,U
CO5	To understand the role of modern communication technologies and their utility in the context of global business.	U

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	30	70	**100**

Evaluation Scheme

	Marks	
	Internal	**External**
Theory	3 Internal Exams of 15 Marks each (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)

Content of the Course

Theory

No. of Lectures (in hours per week):3 Hrs. per week

TotalNo.ofLectures:60Hrs. **Maximum Marks:** 100

Units	Topics	No. of Lectures
I	Indian Traditions and Communication – Meaning and Fundamental Principles of Communication in Indian Traditions. Oral, Written and Symbolic Communication. Communication In the Guru- Shishya Tradition, Communication in the Vedic Tradition, Levels of Communication and Symbolic Communication. Forms And Features of Indian Business Letter Writing.	10
II	Modern Communication- Meaning, Definitions, Nature, Importance and Types. Barriers to Communication – Meaning, Types – Linguistic Barriers, Psychological Barriers, other Barriers – Cultural, Physical and Organizational Barriers.	10
III	Written and Oral Communication: Business Correspondence – Meaning, Features and Format. Types of Business letters – Inquiry, Complaint, Credit Order, Reply Letters and Circulars. Oral Communication – Meaning and types, Non-Verbal Communication	10
IV	Various concepts of communication – The process of report writing, communication of notice, Preparation of Agenda and minutes, Management Information System – Meaning, Objectives, Types and functions of MIS.	10
V	Modern values of communication – Email, Video Conferencing, social media, Communication system in global business, Types of information Technology and their utility in Business Communication	10

REFERENCE

1.Agrawal, Praveen Kumar (Dr.), & Mishra, Avineesh Kumar (Dr.), Communication Skills, Sahitya Bhawan, Agra (Hindi Medium) (Latest Edition)

.2 Gopalaswamy, Ramesh, Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson India, Noida (Latest Edition).

3. Jain, S.C. (Dr.), Vyaavasaayik Gathan Avam Sampreshan (Dasham Sanskaran), Madhya Pradesh Hindi Granth Academy, Bhopal (Latest Edition).

4. Mehta, D., & Mehta, N.K., A Handbook of Communication Skills & Practices, Radha Publications, New Delhi (Latest Edition).

Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. II Semester

Subject- Business Economics

Paper-Major II

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Understand the foundational concepts of economics and analyse the contribution of Kautilya to Indian economic thought	A
CO 2	Explain the nature and scope of managerial economics and assess its role in effective business decision-making.	A, S
CO 3	Differentiate between inductive and deductive methods of economic study and evaluate their merits, limitations and practical relevance	U
CO 4	Analyse the law of demand, its influencing factors, types, and exceptions and apply the concept in demand measurement and forecasting.	K
CO 5	Identify different market structures and evaluate how pricing and firm equilibrium vary under perfect, imperfect, and monopoly conditions.	U, A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	30	70	**100**

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 15 Marks each (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)

Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs. **Maximum Marks:** 100

Units	Topics	No. of Lecture
I	Meaning, Definitions, Nature and Scope of Economics. Contributions of Kautilya in Indian Economic Thought.	10
II	Managerial Economics- Meaning and Definitions, Characteristics, Functions and Importance. Role of Business Economics Decision Making. Functions and responsibilities of a Business Economist.	10
III	Methods Of Economic study- Approaches to Economic Study : Inductive and deductive Methods. Inductive Method: Meaning , Nature, History, Merits and Demerits. Deductive Method: Meaning, History, Nature, Merits and Demerits. Difference and Utility of both methods.	10
I V	Law of Demand- Meaning, factors affecting demand. Types of demand, law of demand and exceptions, Determinants of Demand, Demand Function, Elasticity of demand-price elasticity, income elasticity, cross elasticity, Demand forecasting.	10
V	Market Structures- Meaning, Classification of markets , Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly, Monopoly and Duopoly Market, Pricing and Firm Equilibrium.	10

REFERENCE BOOKS:-

- Adhikary, M. Business Economics, Excel Books, New Delhi (2019).
- Chopra, O. P. Managerial Economics, TMH, New Delhi (1985).
- Dewett, K. K. & Chand, Adarsh Modern Economic Theory, Shyamlal
- Charitable Trust, New Delhi (2017).
- Ghosh, Geetika & Roy Choudhury, P. Managerial Economics, Tata McGraw
- Hill, New Delhi (2022).
- Kothari, Milind (Dr.) Prabandhakiya Arthashastra, Madhya Pradesh Hindi
- Granth Academy, Bhopal (2021).

Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. II Semester

Subject- Subject-Financial Accounting

Paper-Minor

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Students will be able to understand the basics of bookkeeping and accounting.	U
CO 2	Students will be able to know about accounting software.	K
CO 3	Students will be able to do the accounting work of the business unit.	A
CO 4	Students will be able to understand and technically use bank reconciliation statement.	U, S
CO 5	Students will understand the concept of Royalty accounting.	U
CO 6	Students will be able to analyze and interpret financial data of a business	S

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	4	30	70	**100**

Evaluation Scheme

	Marks	
	Internal	**External**
Theory	3 Internal Exams of 15 Mark each (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)

Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs. **Maximum Marks:** 100

Units	Topics	No. of Lectures
I	Introduction to Accounting - Accounting and its place in business and relationship with other financial areas, Double Entry System. Book Keeping - Meaning, Advantages, Concepts and Conventions. Difference between Financial Accounting, Cost Accounting , and Management Accounting. Accounting Practices: Traditional Indian Accounting Practices. Ancient Accounting System - Mahajani Method (Ancient form of Double Entry System).	10
II	Type of books of accounts and their preparation - Journal. Ledger. Trial balance. *Introduction* to Computerized Accounting software - Cloud books. Wave. Tally.	10
III	Preparation of Final Account - Trading Account, Profit & Loss Account, Balance Sheet. *(Sole Trader)*	10
IV	Bank Reconciliation Statement, Royalty Accounts	10
V	Branch Accounts. Depreciation Accounting - Fixed Installment Method and Written Down Value Method.	10

REFERENCE

- Batliboi, J.R., Double-Entry Book Keeping: A Complete Treatise on the Fundamentals of Accounting Written Specifically for Indian Students and Businessmen, Standard Accountancy Publications, Mumbai (2021).
- Gupta, R.L., Advanced Accounting, Sultan Chand & Sons, New Delhi (2023).
- Jain, P.K. (Dr.), Soni, M.L. (Dr.), and Soni, Ashok, Vitiya Lekhankan, Madhya Pradesh Hindi Granth Academy, Bhopal (2022).
- Mangal, Ramesh (Dr.) and Verma, Rajesh (Dr.), Vitiya Lekhankan, Madhya Pradesh Hindi Granth Academy, Bhopal (2021).
- Mukherjee, Hanif, Financial Accounting, Tata McGraw Hill, New Delhi (2023).
- Shukla, M.C. and Grewal, T.S., Financial Accounting, S Chand Publishing, New Delhi (2019).
- Shukla, S.M. (Dr.), Financial Accounting (Hindi and English Medium), Sahitya Bhawan Publication, Agra (2023)

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