

# GROUP B

## MAJOR

Part A Introduction		
Program: Certificate	Class': BBA I Year	Year:2022 Session:2022-2023
Subject: MICRO ECONOMICS		
1	Course Code	MI-BBAB1T (Group-II)
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)	<p>L Students will understand the importance of basic principles of micro economics.</p> <p>2. Students will be able to understand the basics of demand-supply rules and elasticity. They will also learn how to implement it.</p> <p>3. Utility, utility analysis and market surplus, students will be able to understand.</p> <p>4. Students will be able to understand production principles, classify costs and incomes.</p> <p>5. Students will be able to understand the comparison of different market systems.</p> <p>6. Students will be able to understand how national income is calculated.</p>
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
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

*Shabir*

*Shikhar*

*Rashmi*

*Chitranshu*  
*Aparna*



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
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:

- Maddala & Miller, Microeconomics Theory and Applications, 13th Reprint 2017
- Sinha V. C., Principles of Economics, Sahitya Bhawan Publication, Agra

- 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. *Micro Economics*
- 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:

*Utkarsh*

*Divyanshu*

*Roun*

*Rashmi*

*Aparna*

*Chitranshi*



# MINOR

<u>Part A – Introduction</u>			
Program: Certificate	Class BBA I Year	Year: 2022	Session : 2022-23
<b>Subject: Communication Skills</b>			
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: <ol style="list-style-type: none"> <li>1. To recall the types, channels and elements of communication and use them in managing organizational effectiveness.</li> <li>2. To learn and practice verbal and non-verbal communication.</li> <li>3. To equip themselves with the knowledge of business correspondence and use it in their work.</li> <li>4. To engage effectively in discussions, interviews and conferences.</li> <li>5. To recall and write reports effectively and other business documents.</li> </ol>	
Credit Value		(Credits) 6	
Total Marks		Max Marks : 40+60	Min Passing Marks: 33
<b>Part – B Content of the Course</b>			
<b>Total No. Of Lectures- Tutorials- Practical (in hours per week):</b>			
<b>L-T-P: 90</b>			
<b>UNITS</b>	<b>TOPICS</b>	<b>No. Of Lectures</b>	
1	Historical Background of Communication, Definition and process of communication. Essential of effective communication, Barriers to communication, Role of communication in organizational Effectiveness.	18	

*Uthman*

*Q. Jafar*

*Q. Jafar*

*Apal*

*Chitransh*



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, Types of Business Letter- Enquiry, Reply, Orders, Complaints, Circular Letter. Principles of clear business writing.	18
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	
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### 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/effectiveBusinessCommunication.html?id=Dzo1joiJV0IC>

### Suggested Equivalent Online Course:

*Usha*

*Ravi*

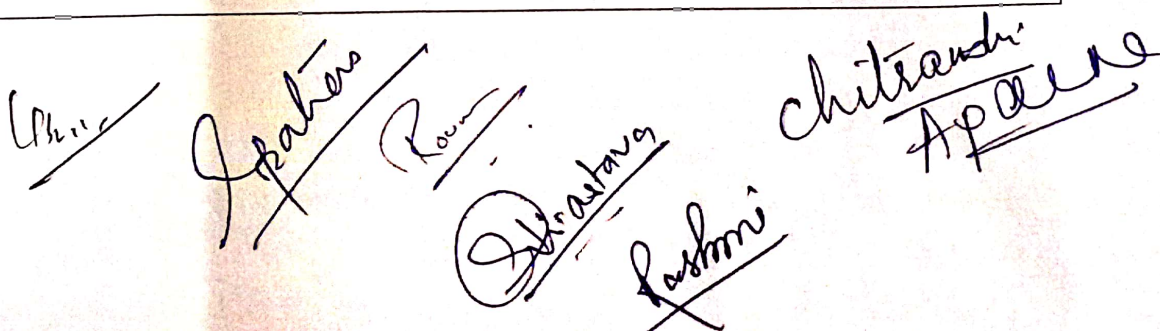
*Apal*





# OPEN ELECTIVE

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	BRA	
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)	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	
6	Credit Value	(Credit) 4	
7	Total Marks	Max. Marks:40+60	Min. Passing Mar
Part -B			





### Suggested Readings:

- Spooner H.A. and D.A.L Wilson, The essence of Mathematics for Business, Prentice Hall of India Private Limited, New Delhi latest edition
- S.M. Shukla: Business Mathematics, SahityaBhawan, Agra latest edition (Hindi and English Medium)
- V. Sundaresan and S.B. Jeysoelan: An Introduction to Business Mathematics, S.Chand&Co Pvt. Ltd, New Delhi Latest edition
- M. Raghavanchari: Mathematics for Management, An Introduction Tata McGraw Hill Publishing company Ltd. New Delhi latest edition
  - Dr.s
- Dr.Alok Kumar, Vedic Mathematics, UpkarPrakashan, Agra, U.P. (Hindi Medium).

Suggested web links:

Suggested equivalent online courses:

18/11/20

Ravi

Rafias

Apal

Chitra

chitra

Rashmi