BBA I YEAR SYLLABUS
Session 2021-22

Group A

Paper I Business Management

Program Certificate	Class BBA I Year	Year: 20201	Session : 2021-22
Subject : BUSINESS MANAGEMENT			
1	Course Code	M 1 – BBAA1T (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 behavior. 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; 25+75	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	18

	of manager, Principles of Management. School and Thoughts of Management	
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

Part C- Learning Resources

Text Books References Books Other resources

Suggested Readings

- 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, SahityaBhawan, Agra (UP) (Latest Edition (Hindi and English Medium).
- Dr. Rajeev Kumar Jhalani&Dr.YogitaChandel, Principles of Management, Devi AhilyaPrakashan, Indore (Hindi Medium)
- Dr. C. M. Mehta, Business Organization, Ram Prasad and Sons, Bhopal. (Hindi Medium)

Suggested Web Links https://www.dphu.org/uploads/attachments/books/books_5284_0.pdf https://education.stateuniversity.com/pages/ewlev9e9ib/An-Introduction-to-the-Principles-of-Management.htm **Suggested equivalent online courses:**		
Part D – Assessment and Evaluation		
Suggested Continuous Evaluation Methods: Maximum Marks: 100 Continuous Comprehensive Evaluation (CCE): 25 marks University Exam (UE) 75 marks		
Internal Assessment : Continuous Comprehensive Evaluation (CCE): 25	Class Test Assignment/Presentation	15 10
External Assessment: University Exam Section: 75 Time: 02:00 Hours	Section (A): Three Very Short Questions (50 Words Each) Section (B): Four Short Questions (200 Words Each) Section (C): Two Long Questions (500 Words Each)	03 * 03 = 09 04 * 09 = 36 02 * 15 = 30 Total 75
Any remarks/ suggestions: Theoretical exposition should be accompanied by Discussions Case-Studies preferably with Indian Context Presentations and Industry Based Assignments.		

Rashmi

Utkarsh chitransh

Paper 2 Communication Skills

Part A - Introduction			
Program: Certificate	**Class BBA I Year**	**Year: 2021**	**Session : 2021-22**
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 : 25 + 75	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, Types & Channels of 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 and Conference.	18
3	Non- Verbal Communication: Meaning, Types and Importance. Listening, Difference between Listening and Hearing, Presentation Skills: Planning and Designing business presentation.	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, Business Reports: Meaning, Importance, characteristics of Good business Reports, Types, Report writing.	18

5	Drafting of Notices, Agenda, Minutes, Job Application Letters, Preparation of Curriculum Vitae. Resume writing, Types of meeting, Annual meeting, statutory meetings-notices, agenda and minutes of the meeting.	18

Part C- Learning Resources

	Text Books, Reference Books and Other Resources	

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, ShaityaBhawan 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:

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Method:

Maximum Marks : 100
Continuous Comprehensive Evaluation(CCE) : 25 marks University Exam : 75 marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE) : 25	Class Test Assignments/ Presentations	15 10
External Assessment : University Exam Section : 75 Time : 02.00 Hours	Section (A) : Three Very Short Questions (50 words Each) Section (B) : Four Short Questions (200 words Each) Section (C) : Two Long Questions (500 Words Each)	03 × 03 = 09 04 × 09 = 36 02 × 15 = 30 TOTAL 75

Any remarks/ suggestions: Theoretical Exposition accompanied by Discussion, Case Studies preferable with Indian Context, Presentations and Industry Based Assignments.

GROUP B

Paper 1 Micro Economics

Part A Introduction			
Program: Certificate	Class: BBA I Year	Year:2021	Session:2021-2022
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)	1. Studentswill 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: 25+75 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

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, Modern Cost Theory, Modern Theory of Rent, Modern Theory of Interest, Modern Theories of Profit. Modern Theory of Wage.	20
5	National Income: Estimates and Analysis (GNP, NNP, GDP, HDI),Methods of Measurement of National Income, Types of Market Structure, Perfect v/s Imperfect Market, 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, SahityaBhawan, Agra (Hindi Medium)
- Dr. C.M. Mehta, Micro Economics, Ram Prasad & Sons, Bhopal (Hindi Medium)

Suggested web links:

Suggested equivalent online courses:

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:
Maximum Marks: 100
Continuous Comprehensive Evaluation (CCE): 25marks University Exam (UE) 75 marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE): 25marks	Class Test Assignment/Presentation	15 10
External Assessment: University Exam Section: 75 Time: 02.00 Hours	**Section(A):** Three Very Short Questions (50 Words Each) **Section (B):** Four Short Questions (200 Words Each) **Section (C):** Two Long Questions (500 Words Each)	03 x 03 = 09 04 x 09 = 36 02 x 15 = 30 Total 75

Any remarks/ suggestions: Theoretical exposition should be accompanied by Discussions, Case- studies preferably with Indian Context, Presentations and Industry based Assignments.

Group B

Paper 2 Business Statistics

PART A INTRODUCTION			
PROGRAM : certificate	Class: BBA I Year Year :2021	Session:2021-2022	
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 out come (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 : 25+75	(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, Statistical Investigations, Laws of Statistics, Scope of Statistics, Limitations of Statistics	15
2	Collection of Data, Presentation of Data, Frequency Distribution, Primary and Secondary Data, **Introduction to SPSS**	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, Time Series Analysis	20
5	Correlation & Regression Analysis, Karl Pearson's Coefficient of Correlation& Regression, Lines of Regression, Spearman's	20

	Rank correlation, Index Numbers	

Text Books, Reference Books, Other Resources

Suggested Readings:

- Fundamental of Statistics S.C.Gupta ,Himalaya Publications
- Basic Business Statistics: Concepts and Applications, Bereson and Levine, Pearson Education
- Business Statistics, N.D.Vohra, TATAT Mcgraw Hill
- D.N.Elhance : Fundamental of Statistics ,KitabMahal ,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, SathiyaBhawanPublications, 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

Part D – Assessment and Evaluation

Suggested Contonuos Evaluation Methods :
Maximum Marks : 100
Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam(UE) : 75 marks

Internal Assessment : Continuous Comprehensive Evaluation(CCE) 25	Class Test Assignment/ Presentation	15 10
External Assessment : University Exam Section : 75 Time : 2.0 Hours	**Section (A) :**Three Very Short Questions(50 Words Each) **Section B :**Four Short Questions (200 Words Each) **Section C:** Two Long Questions (500 Words Each)	03 X 03=09 04X 09 = 36 02 x 15 =30 Total 75

Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case Stuides preferably with Indian Context , Presentations and Industry Based Assignments

GROUP C

Paper 1 Financial Accounting

Part A Introduction				
Program : Certificate		Class: BBA I Year	Year : 2021	Session 2021-2022
Subject: FINANCIAL ACCOUNTING				
1	Course Code	M 1- BBAC1T (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: 25+75	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. IFRS : Meaning, Standards and difference between GAAP and IFRS.	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	Bank Reconciliation Statement, Branch Accounts and Department Accounts	20
5	Royalty Accounts, Hire Purchase Accounts- Accounting records in the books of Purchase and vendor, **Cost Accounting – Meaning, Process , Methods and Technique**	20

Keywords / Tags:

Part C – Learning Resources

Text Books, Reference Books, Other resource

Suggested Readings:

- Mukherjee &Hanif, Financial Accounting, Tata McGraw Hills , New Delhi
- Shukla&Grewal, Financial Accounting , S Chand Publication 2019 , New Delhi
- J R Batliboi , Double Entry book keeping System: A complete treartise 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 6thed, Homewood Richard D Irwin Publication, Illinios 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://www.accountingtools.com /articles/the-four-basic-financial-statement.html

Suggested equivalent online courses:

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks :100

Continuous Comprehensive Evaluation (CCE) 25 marks, University Exam(UE) 75 marks

Internal Assessment: Continuous Comprehensive Evaluation(CCE):25	Class Test Assignment/Presentation	15 10
External Assessment: University Exam Section :75 Time:02 Hours	**Section (A):** Three very short Question(50 words Each **Section (B):** Four short Question (200 word Each) **Section (C):** Two Long Question (500 words each)	03*03=09 04*09=36 02*15=30 Total=75

Any remark /Suggestion : Theoretical exposition should be accompanied by discussion , case studies preferably with Indian Context , Presentation and Industry Based Assignment

Group C

Paper 2 Business Mathematics

Part A Introduction			
Program: Certificate	Class': BBA I Year	Year:2021	Session:2021-2022
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 using various methods, Commission, Discount, and Brokerage, Profit and Loss,
6	Credit Value	(Credit) 6
7	Total Marks	Max. Marks: 25+75 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	Ratio Gaining and Sacrificing Ratio, Proportion, Percentage, Averages — Simple and Weighted Averages.	15
2	Simultaneous Equations — Meaning, Characteristics, Types and Calculations, Preparation of Invoice.	18

3	Determinants and Matrices, Matrix- Definition. Types, Basic Operations on Matrices, Transpose of Matrix. Determinants- Minors and Co factor. Ad-joint and Inverse of Matrix.	20
4	Practical approach and application of Vedic Maths. Logarithms and Antilogarithms — Principles and Calculations. Simple and Compound Interest.	20
	Commission, Discount, Brokerage and Profit and Loss	17

Keywords/Tags:

Part C-Learning Resources

Text Books, Reference Books, Other resources

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. Jeysodan: 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. J P Mishra, Business Mathematics, SahityaBhawan, Agra (Hindi Medium
- Dr.Alok Kumar, Vedic Mathematics, UpkarPrakashan, Agra, U.P. (Hindi Medium).

Suggested web links:

Suggested equivalent online courses:

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 25marks University Exam (UE) 75 marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE):25	Class Test Assignment/Presentation	15 10
External Assessment: University Exam Section: 75 Time: 02.00 Hours	**Section(A):** Three Very Short Questions (50 Words Each) **Section (B):** Four Short Questions (200 Words Each) **Section (C):** Two Long Questions (500 Words Each)	03 x 03 = 09 04 x 09 = 36 02 x 15 = 30 Total 75

Any remarks/ suggestions: Theoretical exposition should be accompanied by Discussions, Case- Studies preferably with Indian Context, Presentations and Industry Based Assignments.