

BBA Subjects	Semester	Credits
Professional Communication Skills I	1	4
Business Mathematics	1	4
Business Environment	1	4
Business Economics	1	4
Perspectives of Management	1	4
Professional Communication Skills II	2	4
Introduction to Financial Accounts	2	4
Business Statistics	2	4
Organizational Behavior	2	4
Introduction to Computers	2	4

Subject: Professional Communication Skills - 1

CO#	Course Outcome
CO1	To know meaning and significance communication skills
CO2	To define process of communication and various forms of communication
CO3	To understand and apply effective listening skills and body language in communication
CO4	To inculcate significance of interpersonal communication and ways to enhance interpersonal relationships

Syllabus:

Chapter: 1 Communication Skills

Introduction - Definition of Communication - Significance - Disasters of Non-communication - Communication Gap: Gender Gap, Psychological Gap, Generation Gap, Spatial Gap, Cultural Gap, Knowledge Gap, Status Gap, Credibility Gap - Communication Skills - Summary - Self Assessment Questions

Chapter: 2 Process of Communication

Introduction - Process of Communication: Action Model/ Bull's-eye Theory, Interaction Model/ Ping-Pong Theory - Feedback - Key for Effective Communication - Guidelines to effective communication - Forms of Communication: Communication Media, Oral Communication, Written (Print) Communication, Nonverbal Communication - Summary - Self Assessment Questions

Chapter: 3 Listening Skills

Introduction - Concept of Listening - Significance of Listening - Types of Listening: Active Listening, Inactive Listening, Attentive Listening, Appreciative Listening, Empathetic Listening, Sympathetic Listening, Inattentive Listening - Listening Skills - Active and Attentive Listening: Processing Strategies, Bottom-up Processing, Top-down Processing, Barriers, Guides to Effective Listening - Benefits of Listening - Summary - Self Assessment Questions

Chapter: 4 Body Language

Introduction - Concept of Body Language - Effects of Right Body Language - Postures and Meanings - Right Posture - its Importance - Summary - Self Assessment Questions

Chapter 5: Interpersonal Communication

Introduction: interpersonal communication - Communication and Emotion - Definition of Interpersonal Communication - Significance of Interpersonal Relationships and communication - Enhance your interpersonal communication and relationships - Self Assessment Question

Subject: Business Economics

CO#	Course Outcome
CO1	To understand meaning, nature and scope of various concepts related to business economics
CO2	To know concepts related to demand analysis and their applications
CO3	To learn about Law of Variable Proportions, Law of Returns to Scale and Economies and Diseconomies of Scale
CO4	To understand meaning of revenue behaviour, concepts of various conditions affecting pricing, and factors pricing and its constituents

Syllabus:

Chapter 1-Introduction

Structure - Introduction, Meaning, Nature and Scope of Business Economics, Difference between Micro and Macro Economics, Tools for Analysis (Functional Relationships, Schedules, Graph, Equations), Goals of Firms (Economic Goals and Non-Economic Goals), Summary, Questions for Discussion

Chapter 2- Demand Analysis

Structure-Introduction, Concept of Demand, The Law of Demand, Elasticity of Demand, Consumer Behaviour, Demand Forecasting and Demand Estimation, Summary, Questions for Discussion

Chapter 3- Production and Cost Analysis

Structure-Introduction, Production Function, Law of Variable Proportions - The Three Stages, Law of Returns to Scale - The Three Stages, Economies and Diseconomies of Scale (Internal and External), Cost Analysis, Summary, Questions for Discussion

Chapter 4- Revenue Behaviour

Structure- Introduction, Meaning and Importance of Revenue Concepts, Total Revenue (TR), Average Revenue (AR) and Marginal Revenue (MR), Relationship between Total Revenue (TR), Average Revenue (AR) and Marginal Revenue (MR), Summary, Questions for Discussion

Chapter 5-Pricing Under Various Market Conditions

Structure-Introduction, Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Comparison between Different Market Structures, Summary, Questions for Discussion

Chapter 6- Factor Pricing

Structure-Introduction, Concept of Marginal Productivity, Marginal, Physical and Revenue Productivity- Marginal Productivity Theory of Distribution, Rent, Wages, Interest, Profit, Summary, Questions for Discussion

Subject: Business Environment

CO#	Course Outcome
CO1	To understand Importance of Business Environment - Scope of Business & Effective Performance
CO2	To learn about economic trends, public and private industry sectors in India
CO3	To know about growth challenges and various government policies pertaining to industries in India
CO4	To understand challenges of international business environment and brief history of global trade pacts

Syllabus:

Chapter 1: Introduction to Business Environment

Structure: Introduction to Business, - Business environment Components - Internal environments - External Environment - Importance of Business Environment - Scope of Business & Effective Performance - Economic Systems - Self Assessment Questions - Summary

Chapter 2: Economic Trends (Overview)

Structure: Economic Trends (Overview). - Economic Trends (Overview): Income Pattern in India. - Economic Trends (Overview): Savings and Investment. - Indian Industry in economy Public Sector - Indian Industry in economy Private Sector - FDI - Trade (Foreign) - Balance of Payments - Self-Assessment questions - Summary

Chapter 3: Problems of Growth

Structure: India's Economy, its Challenges, Opportunities, and Impact - Problems of Growth – Unemployment. - Problems of Growth – Poverty - Problems of Growth - Regional Imbalances - Parallel Economy - Policies undertaken by the government - Problems of Growth – Inflation. - The Current Five Year Plan - Major Policies - NITI AAYOG - Self Assessment questions - Summary

Chapter 4: Role of Government

Structure: Introduction and meaning of Fiscal Policy - Monetary Policies - Industrial Policy of India - Industrial Licensing - Privatization - Globalization - Export – Import Policy - Self Assessment Questions Long Question – Summary

Chapter 5: International Trading Environment

Structure: International Business environment - Challenges of International Business environment - Brief History of GATT - HOW WTO different from GATT? - WTO-Report 2018 - History of International Bank (WORLD BANK) for Reconstruction and Development. - Report and Facts of IMF - History- overview UNCTAD - Key Factors of UNCTAD in new WTO-Report 2018 - Self Assessment Questions - Summary

Subject: Business Mathematics

CO#	Course Outcome
CO1	To understand concepts of ratio, proportion, variation and percentages and their application in relations to business
CO2	To learn about profit and loss and apply mathematical concepts such as simple interest and compound interest to solve real life problems issues in business
CO3	To make students aware about share and dividends and related legal frameworks
CO4	To develop proficiency of students in the application in relation with matrices and determinants

Syllabus:

Chapter 1 – RATIO, PROPORTION, VARIATION AND PERCENTAGES

Structure: Introduction Ratio - Ratio and examples - Proportion and examples - Variation and examples - Variation and example - Summary - Self-Assessment Questions

Chapter 2: PROFIT AND LOSS

Structure: Introduction - Profit and Loss - Goods Passing Through Successive Hands - Successive Discount - Sales Tax - Summary - Self-Assessment Questions

Chapter 3: SIMPLE INTEREST AND COMPOUND INTEREST

Structure: Introduction - Concept of Simple Interest - Compound Interest - Summary - Self-Assessment Questions

Chapter 4: SHARES AND DIVIDENDS

Structure: Introduction to Shares and Dividends - Corporations, Shares, and Shareholder Rights - Introduction Dividend - Legal Framework of Dividend - Summary - Self-Assessment Questions

Chapter 5: MATRICES AND DETERMINANTS

Introduction to Matrices - Definition, Meaning and types of Matrices - Matrix Operations - Determinants - Minors and Cofactors - Summary - Self-Assessment Questions

Chapter 6: RELATIONS AND FUNCTIONS

Structure: Introduction meaning and Definition - Relation Meaning and Definition - Function - Graphs of a Function - Determining the Domain of a function given the Equation - Summary - Self-Assessment Questions

Subject: Perspectives of Management

CO#	Course Outcome
CO1	To make students aware about overview of management, various management approaches and modern management practices
CO2	To help students in understanding nature and objectives and explain significance of process of planning
CO3	Introduction to major concepts of business leadership and helping students in understanding process and delegation and control of processes
CO4	To inculcate the habit of investing in innovation and creativity in relation with day to day business scenarios

Syllabus:

Chapter 1: Management an Overview

Structure: OBJECTIVES - Introduction - Nature of Management - Definition - Management – Science - Management as an Art - Management as both Science and Art - Features of management - Process of management - Levels of management - Summary - Case Study and Questions

Chapter 2: Management Thought

Structure: Objectives - Introduction - Early Management Thought - The Classical Approach - Modern



Management Approaches - The Quantitative Approach of Management Thought - Systems Approach of Management Thought - Modern approaches to management - Other Responsibility of Management - Summary – Questions

Chapter 3: Understand significance of process of planning and decision making

Structure: Objectives - Introduction - Nature and Objectives - Significance Process of Planning - Types of Plans - Steps in Planning Process - Merits and Demerits of Planning - Management by Objective - Decision Making - Summary – Questions

Chapter 4: Organizing

Structure: Objectives - Introduction - Major steps in organizing - Principles of Organizing Functions - Classification of Organization. - Summary – Questions

Chapter 5: Controlling And Delegation

Structure: Objectives - Introduction. - Major steps in control process - Controlling Function of Management - Qualities of effective control. - Delegation of Authority - Process of Delegation of Authority by Manager. - Relationship between Authority and Responsibility - Principles of Delegation of Authority - Centralization & Decentralization - Delegation & Decentralization - Budget and Financial controls - Summary - Case Study & Questions

Chapter 6: Concepts of Leadership

Structure: Objectives - Introduction - Importance of Directing as Managerial function - Supervisor and Role of Supervisor - Functions of Supervisors - Leadership and its Characteristics - Importance of Leadership. - Roles performed by the Leader - Leadership & Management - Leadership Styles. - Trait theory of Leadership - Behavioural Theories. - Role theory. - Managerial grid. - Summary - Questions

Chapter 7: Directing

Structure: Objectives - Introduction - Creativity and Innovation - Motivation and Satisfaction - Communication - Organization Culture - Summary – Questions

Chapter 8: Modern Management Practices

Structure: Objectives - Managing diversity - Questions - Summary - Japanese Management Practices - Unique Features of Japanese Management - Comparison of Japanese and American Management – Entrepreneurship - Summary – Question

Professional Communication Skills - 2

CO#	Course Outcome
CO1	To help students in analyzing various perspectives attitudes and steps to follow in order to develop positive attitude
CO2	To understand importance to time management and stress management; also to analyse how improper time management triggers stress at work place
CO3	To learn about meaning and application of emotional intelligence in day to day activities
CO4	To help students to understand meaning and practical applications of goals and goal setting

Syllabus:

Chapter: 1 Attitudes

Introduction : Concept - Types of Attitude: (Positive VS Negative Attitude, Winning VS Losing Attitude) - Formation of Attitude - Importance of Positive Attitude: Benefits of Individuals, Benefits of Organizations - Steps in developing positive Attitude: Building Cognitive Component, Building affective Component, Behavioral Component - Summary - Self Assessment Questions

Chapter: 2 Stress Management

Introduction - Definitions: Dynamic Condition, Desire, Opportunity, constraint or demand, Important but uncertain outcome - Types of Stress: High Stress, Moderate Stress, Low or Mild stress, Distress, Eustress - Linkage between Stress and Time Management - Stress levels and Consequences: General Consequences for the individuals, Consequences for the Organization, Consequences for the Family - Sources of Stress - Stress Coping Ability: Stress Threshold, Stress Resiliency - Measures to Manage Stress - Principles of Stress Management - Summary - Self Assessment Questions

Chapter 3: Emotional Intelligence

Introduction - Concept and Definitions - Elements of Emotional Intelligence - Organizational Application - Conflict Management - Summary - Self Assessment Questions

Chapter 4: Goal Setting

Introduction - Concept of Goals - Goals and Periodicity - Characteristics of Goals: Objectives are Futuristic, Objectives are Concrete, Objectives are Attainable, Objectives are Measurable, Objectives should be Acceptable, Guidelines to Personality Development - Importance of Goals - Significance of Goal setting: Goal setting is a basic function of Management, Goal setting replaces hunches by Judgment, Goal setting involves rational processes, Goal setting involves balancing - Activity in Goal Setting - Common Obstacles to Goal Achievement - Methods of Achieve set goals: Work Planning, Progress chasing, Performance Enhancing - Summary - Self Assessment Questions

Chapter 5: Time Management

Introduction - Importance of Time: Survival of the Fastest, Chance of Recovery, Time impacts Health, Prerequisite for success - Techniques of Time Management - Prioritization of activities: The 80/20 Role, Goals and Tasks Analysis, Set Goals, Identify tasks, Identifying your strength and weaknesses, Ways of Organizing Work, Scheduling, Weekly Activity descriptions and times - Avoiding Time waters: Process Related Factors, Procrastination, perfectionism, Lack of Self-discipline, Crisis Management, Interruptions - Summary - Self Assessment Questions.

Subject: Business Statistics

CO#	Course Outcome
CO1	To cultivate statistical skill into students to produce appropriate graphical and numerical statistics from various types of data
CO2	To help students in learning application of measures of central tendency and dispersion
CO3	To understand various methods of correlation and properties of coefficient of correlation
CO4	To learn about various hypotheses based on probability and decision theories and use of simple and multiple regression models

Syllabus:

Chapter 1: Business Statistics – Meaning and Important

Structure: What is Statistics? - Importance of Statistics - Population vs Sample - Data - Types of Sampling - Definitions - Self-Assessment Questions –

Chapter 2: Presenting Data in Tables and Charts

Structure: What is frequency distribution - Principles for Constructing Frequency Distributions - Graphs OF Frequency Distributions - Self-Assessment Questions

Chapter 3: Measures of Central Tendency

Structure: Definitions - measures of Central Tendency - Positional Averages - Summary - Self Assessment Questions

Chapter 4: Measures of Dispersion

Structure: Why dispersion? - What is Dispersion? - Types of Dispersion - Methods of Dispersion - Coefficient of Variation or C. V. - Measures of Position - Self-Assessment Questions

Chapter 5: Correlation

Structure: Introduction to Correlation - Utility of Correlation - Types of Correlation - Methods of Studying Correlation - Properties of Coefficient of Correlation - Merits of Pearson's coefficient of correlation - Direct Method of Computing Correlation Coefficient - Properties of Coefficient of Correlation - Self-Assessment Questions

Chapter 6: Regression Analysis

Structure: Regression Analysis - Difference between Correlation and Regression - Methods of Regression Analysis - Properties of Regression Coefficients - Standard Error of Estimate - Self-Assessment Questions

Chapter 7: Time Series

Structure: Analysis of Time Series - Components of time series - Mathematical Statement of the Composition of Time Series - Methods of Measuring Trend - Self-Assessment Questions

Chapter 8: Index Numbers

Structure: Index Numbers - Index Numbers have the following features - Problems in the Construction of Index Numbers - Methods of Constructing Index Numbers - Price Index - Consumer Price Index Numbers - Self-Assessment Questions

Chapter 9: Probability

Structure: Probability - Methods of Assigning Probability - Relative Frequency Approach - Conditional Probability - Bayes' Theorem - Definitions - Self-Assessment Questions

Chapter 10: Decision Theory

Structure: Decision Theory - Decision Problems - Shortcomings of expected monetary value, utility - Some Shortcuts - A Single-Stage Inventory Problem - Bayes' Formula - Optimal Acceptance Sampling - Self-Assessment Questions

Subject: Introduction to Computers

CO#	Course Outcome
CO1	To make students aware about basic computer related concepts such as computer generations, operating systems, type of software and their application in day to day business life
CO2	To introduce data communication and networking
CO3	To learning about various Microsoft Office products such as MS Office, MS Excel and MS PowerPoint and their applications in relations with business
CO4	To understand and apply various MS Excel functions and formulas to prepare various reports

Syllabus:

Chapter 1: Computer Fundamentals

Structure: Introduction - Characteristics of computers - Computer Generations - Types of computer applications - Computer structure - Operating Systems - Types of processors - Computer uses in Business - Summary - Self-Assessment Questions

Chapter 2: Data Communication and Networking

Structure: Introduction - Data communication components - Communication media - Types of communication services - Modem - Computer Networks - Benefits of Networks - Types of Networks - Networking Terms - Teleconferencing tools - Interconnection Communication Model - Summary - Self – Assessment Questions

Chapter 3: Operating System Fundamentals

Structure: Introduction Operating Systems - Windows Operating System history - Tasks of Operating system - Windows API, Drivers and Unicode - Components of windows OS - Summary - Self-Assessment Questions

Chapter 4: Microsoft Office Package

Structure: Introduction - MS office package - MS office installation 2013 - MS office 365 - Summary - Self-Assessment Questions

Chapter 5: Advanced Excel and Multimedia

Structure: Introduction - Excel working - Microsoft Excel starter 2010 - Excel Built in Functions - Summary - Self-Assessment Questions

Subject: Introduction to Financial Accounts

CO#	Course Outcome
CO1	To understand essentials and classification of accounting, advantages and limitations of accounting
CO2	To know concepts related to Definition and Meaning of Journal and its practical application
CO3	To help students in understanding Bank Statement and how prepare Bank Reconciliation Statement (BRS)
CO4	To make students familiar with various accounting entries such as depreciation, capital expenditures and trials balances

Syllabus:

Chapter 1: Meaning and Scope of Accounting

Structure: Meaning and Definition of Accounting: - Objectives of Accounting: - Advantages of Accounting: - Limitations of Accounting: - Scope of Accounting: - Meaning of accounting, essential ideas, terms utilized in business bookkeeping: - Objectives of Accounting: - Essential Accounting Terms: - Types of Accounts,

journal, ledger and trial balance: Classification of Accounts: - Methods of Preparing Trial Balance: - Accounting data: - Accounting Concepts and Convention: - Summary: - Self-Assessment Questions

Chapter 2: Journal and Ledger

Structure: Introduction - Definition and Meaning of Journal: - Format of Journal and its Column wise details - what is journal entry in accounting: - Utility of journal: - Limitation of journal: - How to Journalise the transactions: - Set of information need to recorded while Journalise the transactions: - Types of Journals: - Advantageous of Journals: - Practical problems on Journals: - Introduction of Ledger: - Meaning and Definition of Ledger: - Characteristics of Ledger: - The collective effects of all transaction pertaining to one particular Account: - Posting Procedure: - Summary - Multi Choice Questions - Question and Answers (Long and Short Questions)

Chapter 3: Subsidiary Books

Structure: Meaning and Types of Subsidiary Books: - Features of Subsidiary Books - Advantages of Subsidiary Book: - Books of Journals: - Self-Assessment Questions

Chapter 4: Bank Reconciliation Statement

Structure: - Introduction of Bank Reconciliation Statement: - Steps to prepare Bank Reconciliation Statement (BRS) - Advantages of Setting Bank Reconciliation Statement: - Need for Bank Reconciliation Statement: - Reasons for Difference in Bank Book and Pass Book - Procedure for Preparation of bank Reconciliation Statement - Problems - Multi Choice Questions - Long Answer Questions

Chapter 5: Capital and Revenue Expenditure and Receipts

Structure: Introduction, Definition and Meaning: - Kinds of Capital Receipts: - Illustrations of Capital Receipts - Similarities in Revenue Receipt and Capital Receipts: - Vital Differentiating points of Capital Receipt and Revenue Receipt: - Highlights of Revenue Receipts - Capital expenditure: - Significance of Capital Expenditure: - Examples of Capital and Revenue Expenditures: - Revenue expenditure: - Features of Revenue Expenses: - Summary: - Multi Choice Questions: - Questions

Chapter 6: Depreciation

Structure: Introduction, Definition and Meaning: - Kinds of Capital Receipts: - Illustrations of Capital Receipts - Similarities in Revenue Receipt and Capital Receipts: - Vital Differentiating points of Capital Receipt and Revenue Receipt: - Highlights of Revenue Receipts - Capital expenditure: - Significance of Capital Expenditure: - Examples of Capital and Revenue Expenditures: - Revenue expenditure: - Features of Revenue Expenses: - Effects of Transitions from schedule XIV to Schedule II: - Problems on Depreciation: - Self-Assessment Questions

Chapter 7: Trial Balance

Structure: Introduction - Concept and Meaning of Trial Balance: - Definition of Trial Balance - Purpose of Trial Balance: - Objectives of Trial Balance: - Limitations of Trial Balance: - Capital expenditure: - Significance of Capital Expenditure: - Examples of Capital and Revenue Expenditures: - Revenue expenditure: - Features of Revenue Expenses: - Effects of Transitions from schedule XIV to Schedule II: - Problems on Depreciation - Self-Assessment Questions

Subject: Organizational Behavior

CO#	Course Outcome
CO1	To make students familiar with meaning and evolution of organizational behaviour and help them to understand expected and appropriate organizational behavior
CO2	To learn about teams, interpersonal relationship and behaviour, and leadership development
CO3	To introduce students to Organization Culture, Structure and Design
CO4	To know about various organizational conflicts and stress and how to resolve or cope up with them

Syllabus:

Chapter 1: Fundamentals of Organizational Behaviour

Structure: Introduction - Organization - Organizational Behaviour - Intuition and Systematic Study - Organization and Organizational Behaviour - Discipline and Organizational Behaviour - Historical Evolution of Organizational Behaviour - Organizational Behaviour Models - Summary - Self Assessment Questions

Chapter 2: Individual Process and Behaviour

Structure: Attitude - Personality and Value - Motivation - Perception - Factors influencing Perception - Attribution Theory - Frequently used shortcuts in judging others - Specific Applications in Organizations - The Link between Perception and Individual Decision Making - Improving Creativity in Decision Making - How are decisions actually made in Organizations? - Individual Differences-decision Making Styles - Organizational Constraints - Ethics in Decision Making - Summary - Self Assessment Questions

Chapter 3: Interpersonal Process and Behaviour, Team and Team Development

Structure: Introduction - Key Group Concepts - Implications on performance and satisfaction - Group Behaviour Model - Characteristics of Group Decision Making - Towards improved Group Decision Making - Group Cohesiveness - Cohesiveness and Group Productivity - Team - Organizational Context for Teams - Team Work - Life Cycle of Team - Ingredients of Effective Team - Potential Team Problems - Team Building - Types of Teams - Self Managing Teams - Summary - Self Assessment Questions

Chapter 4: Learning and Leadership Development

Structure: Introduction to Leadership - Types of Leaders - Leadership Styles - Relevant Conditions for Leadership Styles - Leadership Theories - Contingency Model of Leader Effectiveness - Fred Fiedler's Contingency Model - Path Goal Theory - Managerial Grid - Introduction and Nature of Learning - Process of Learning - Cognitive Theory of Learning - Social Learning Theory - Principles of Learning - Schedules of Learning - Learning Curves - Learning and Organizational Behaviour - Summary - Self Assessment Questions

Chapter 5: Organization Culture, Structure and Design

Structure: Organization Culture: Definitions - Organizations as a System - Features of the Organizational Culture - Functions of Organizational Culture - Approaches to Organizational Culture - How to get employees to follow the culture - Organization Structure: Introduction - Organization Structure - Organization Environment - Environmental Structure - Characteristics of Environment - Organization as Systems - Generic Types of Organizations - Formal Organization: Design and Structure - Division of Labor and Task Interdependence - Work Specialization - Departmental Choices - Organizational Design - Product and Functional Organizations - Matrix Organization - Project Organization - Distribution of Authority - Summary - Self Assessment Questions

Chapter 6: Stress

Structure: Introduction - Model of Stress - Stress Manifestation - Coping Strategies - Coping and Personality - Sources of Stress - Stress Management - Organization Approaches to Stress Management - Summary - Questions for Self Assessment Questions

Chapter 7: Managing Conflict and Change

Structure: Introduction - Individual Conflict - Organizational Conflict - Types of Organizational Conflict - Integration, Diffusion and Complimentarily - Other Resolution Techniques - Organizational Change - Implementing Organizational Change - Summary - Self Assessment Questions