

NOIDA INTERNATIONAL UNIVERSITY



SCHOOL OF BUSINESS MANAGEMENT

PROGRAMME STRUCTURE & SYLLABUS of BBA

(Three Year Full Time Programme)

(Academic Year 2022-23)



BBA - Programme Structure (Academic Year 2022-23)

SEMESTER I										
Subject Description	Subject Name	Credit Units				Evaluation Scheme				Total
		L	T	P	Total	Internal			External	
						MT	TA	Total	ESE	
Major I	Principles of Management	3	0	0	3	20	20	40	60	100
	Basic Accounting	3	0	0	3	20	20	40	60	100
Major II	Business Economics	3	0	0	3	20	20	40	60	100
	Statistics for Business Decisions	3	0	0	3	20	20	40	60	100
Major III	Business Environment	4	0	4	6	20	20	40	60	100
Vocational	Computer Applications in Management	2	0	2	3	20	20	40	60	100
Co-Curricular	Universal Human Values	2	0	0	2	0	0	40	100	100

SEMESTER II										
Subject Description	Subject Name	Credit Units				Evaluation Scheme				Total
		L	T	P	Total	Internal			External	
						MT	TA	Total	ESE	
Major I	Organizational Behaviour	3	0	0	3	20	20	40	60	100
	Business Finance	3	0	0	3	20	20	40	60	100
Major II	Human Resource Development	3	0	0	3	20	20	40	60	100
	Marketing Theory & Practices	3	0	0	3	20	20	40	60	100
Major III	Business Information System	4	0	4	6	20	20	40	60	100
Minor/Elective	Fintech & Cryptocurrency	4	0	0	4	20	20	40	60	100
Vocational	Digital Literacy	2	0	2	3	20	20	40	60	100
Co-Curricular	Communication Skills	2	0	0	2	0	0	0	100	100

SEMESTER III										
Subject Description	Subject Name	Credit Units				Evaluation Scheme				Total
		L	T	P	Total	Internal			External	
						MT	TA	Total	ESE	
Major I	Management & Cost Accounting	3	0	0	3	20	20	40	60	100
	Business Law	3	0	0	3	20	20	40	60	100

Major II	Production & Operations Management	3	0	0	3	20	20	40	60	100
	Business Policy	3	0	0	3	20	20	40	60	100
Major III	Advertising Management	4	0	4	6	20	20	40	60	100
Vocational	Content Writing –I	2	0	2	3	20	20	40	60	100
Co-Curricular	Professional Skills	2	0	0	2	0	0	0	100	100

SEMESTER IV										
Subject Description	Subject Name	Credit Units				Evaluation Scheme				Total
		L	T	P	Total	Internal			External	
						MT	TA	Total	ESE	
Major I	Supply Chain Management	3	0	0	3	20	20	40	60	100
	Research Methodology	3	0	0	3	20	20	40	60	100
Major II	Consumer Behaviour	3	0	0	3	20	20	40	60	100
	Industrial Relations & Labour Laws	3	0	0	3	20	20	40	60	100
Major III	Retail Management	4	0	4	6	20	20	40	60	100
Minor/Elective	Environmental Studies	4	0	0	4	20	20	40	60	100
Vocational	Content Writing- II	2	0	2	3	20	20	40	60	100
Co-Curricular	Leadership & Managerial Skills	2	0	0	2	0	0	0	100	100

SEMESTER V										
Subject Description	Subject Name	Credit Units				Evaluation Scheme				Total
		L	T	P	Total	Internal			External	
						MT	TA	Total	ESE	
Major I	Financial Institutions & Markets	5	0	0	5	20	20	40	60	100
	International Business Environment	5	0	0	5	20	20	40	60	100
Major II	Strategic Management	5	0	0	5	20	20	40	60	100
	Business Ethics & Governance	5	0	0	5	20	20	40	60	100
Industrial Training/ Project	Summer Internship Project	0	0	6	3	0	0	0	100	100
Co-Curricular	Problem Solving & Decision Making	2	0	0	2	0	0	0	100	100

SEMESTER VI										
Subject Description	Subject Name	Credit Units				Evaluation Scheme				Total
		L	T	P	Total	Internal			External	
						MT	TA	Total	ESE	

Major I	Entrepreneurship & Small Business Management	5	0	0	5	20	20	40	60	100
	Marketing Communication	5	0	0	5	20	20	40	60	100
Major II	Project Management	5	0	0	5	20	20	40	60	100
	Training & Development	5	0	0	5	20	20	40	60	100
Industrial Training/ Project	Research Project & Viva Voce	0	0	6	3	0	0	0	100	100
Co-Curricular	Communication Skills & Personality Development	2	0	0	2	0	0	0	100	100

- Note:** a) Exit option with Certification – with ability to solve well defined problems.
b) Exit option with Diploma – Ability to solve the broadly defined problems.
c) Exit option with Bachelor Degree- Ability to solve the complex problems that are ill structures requires multi-disciplinary skills to solve them.

BBA
Detailed Syllabus
(Academic Year 2022-23)

BBA -1st Year
SEMESTER –I
PRINCIPLES OF MANAGEMENT

Course Description: This course integrates the study of management principles with the development of leadership, teamwork, and interpersonal skills. Topics include the planning, organizing, leading, and controlling functions of management.

Course Objectives:

- To provide an understanding of basic concepts, principles and practices of management.
- To inculcate the ability to apply multifunctional approach to organizational objective.

Course Content:

Unit I:

Introduction to Management: Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.

Unit II:

Planning and Decision Making: Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans; Decision making- Importance and steps; MBO and MBE.

Unit III:

Organizing and Staffing: Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing.

Unit IV:

Directing and Communicating: Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style,

Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.

Unit V:

Coordinating and Controlling: Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control.

Course Outcomes (COs):

- CO1. The ability to understand concepts of business management, principles and function of management.
- CO2. The ability to explain the process of planning and decision making.
- CO3. The ability to create organization structures based on authority, task and responsibilities.
- CO4. The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- CO5. The ability to understand the requirement of good control system and control techniques.

Assessment Method:

(Continuous Internal Assessment =40%, End Semester Examination =60%)

Assessment 1	-05%
Assessment 2	-05%
Mid-term exam	-20%
Assessment 3	-05%
Assessment 4	-05%
Total Internal Assessment	-40%

Suggested Readings:

- 1) Stephen P. Robbins, Management, Pearson
 - 2) Koontz and O'Donnell, Management, McGraw Hill.
 - 3) L M Prasad, Principles of management, Sultan Chand and Sons
 - 4) V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
 - 5) T. Ramaswamy : Principles of Management, HPH.
 - 6) Satya Narayan and Raw VSP, Principles and Practice of Management
 - 7) Srivastava and Chunawalla, Management Principles and Practice
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BASIC ACCOUNTING

Course Description: An introduction to the financial accounting concepts, principles, and techniques used in recording and business transactions. The accounting cycle, the measurement of income and valuation problems, reporting of financial position and results of operations for business enterprise are explored.

Course Objectives:

- To familiarize students with the mechanics of preparation of financial statements.
- To enable students, understand, analyse and interpret corporate financial statements.

Course Content:

Unit I:

Introduction to Financial Accounting: Accounting as an information system; importance, scope, and limitations; users of accounting information; Generally accepted Accounting Principles (GAAP); Accounting principles; Accounting Standards; Accounting Equations.

Unit II:

Accounting Process: Nature of Accounts and rule debit and credit; recording transactions in journal; Ledger; cash book; special purpose subsidiary book; purchase & Purchase return book; sales & sales return book; Journal Proper.

Unit III:

Preparation of Final Accounts: Trading Account; profit and loss account; Balance sheet; classification of assets; classification of liabilities; Trial balance and balance sheet; preparation of final accounts with adjustment.

Unit IV:

Depreciation: feature; causes; need and factors determining depreciation; methods of depreciation- straight line method and written down value method.

Unit V:

Analyzing financial statements: objectives of financial analysis; sources of information; standards of comparison; Techniques of financial statement analysis- horizontal analysis; vertical analysis and ratio analysis- Profitability Ratios, Solvency Ratios, Liquidity Ratios and Turnover.

Course Outcomes (COs):

- CO1. Describe, explain, and integrate fundamental concepts of accounting and finance.
- CO2. Analyze and interpret the financial statements.
- CO3. Able to report financial position and results of operations for business enterprise.

Assessment Method:

(Continuous Internal Assessment =40%, End Semester Examination =60%)

Assessment 1	-05%
Assessment 2	-05%
Mid-term exam	-20%
Assessment 3	-05%
Assessment 4	-05%
Total Internal Assessment	-40%

Suggested Readings:

- 1) Modern Accountancy: Hanif and Mukherjee Part I & II, Tata McGraw-Hill
 - 2) Financial Accounting: Jwaharlal, Himalaya Publishing House
 - 3) R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
 - 4) Deepak Sehgal. Financial Accounting. Vikas Publishing H House, New Delhi.
 - 5) Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning.
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BBA -1st Year
SEMESTER –I
BUSINESS ECONOMICS

Course Description: This course is designed to expose first-year students, who may be new to economics, the basic principles of economic theory. It emphasizes on consumer and producer behaviour, different types of market structure and their importance in output and price determination.

Course Objectives:

- To study the application of concepts and principles of economics to support business decisions taken by firms.
- To make student understand the demand and supply analysis in business applications.
- To familiarize students with the production and cost structure under different stages of production.

Course Content:

Unit I:

Introduction to Micro Economics: Demand, Supply and Market equilibrium: Demand Function, Determinants of Demand, Individual Demand, Market Demand, Elasticity of Demand : Price Elasticity of Demand & its Determinants, Income Elasticity of Demand, Cross Elasticity of Demand; Supply: Individual Supply, Market Supply, Elasticity of Supply & its Determinants; Market equilibrium; Theory of consumer behaviour: Cardinal Utility Theory, Ordinal Utility Theory, Revealed Preference Theory

Unit II:

Producer and optimal production choice: Optimizing behaviour in short-run (product curves, law of diminishing marginal productivity, three stages of production), optimizing behaviour in long-run Returns to Scale(isoquants, iso-cost line, optimal combination of inputs). Costs and scale: cost concepts, cost in the short-run, Cost in the long- run

Unit III:

Market Structure: Perfect Competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry); Monopoly: basic features, short run equilibrium, long run equilibrium, comparison with perfect competition, Price discrimination; Monopolistic Competition: basic features, short run equilibrium, long run equilibrium, excess capacity); Oligopoly: kinked demand curve model, dominant price leadership model

Unit IV:

Introduction to Macro Economics: Distinction between Micro and macro Economics, Concepts of National Income: Gross Domestic Product, National Income, Personal and Personal disposable income, Measurement of National Income; Circular flow of National Income-Two sector, three sector & four sector model; Classical theory of income, employment and interest, Keynesian theory of Income and Employment. Effective Demand, components of aggregate demand, equilibrium income; Consumption

Function-APC & MPC, Concept of multiplier & Accelerator

Unit V:

Inflation: Meaning, demand and supply side factors, consequences of inflation, anti- inflationary policies. Open Economy: Balance of payments, Foreign exchange Rates and Markets, Fixed and Flexible Exchange rate, Monetary and Fiscal policy in an open economy

Course Outcomes (COs):

- CO1. Understand the concepts of cost, nature of production and its relationship to Business operations.
- CO2. Analyse the causes and consequences of different market conditions.
- CO3. Able to apply marginal analysis to the—firm under different market conditions.
- CO4. Integrate the concept of price and output decisions of firms under various market structure.

Assessment Method:

(Continuous Internal Assessment =40%, End Semester Examination =60%)

Assessment 1	-05%
Assessment 2	-05%
Mid-term exam	-20%
Assessment 3	-05%
Assessment 4	-05%
Total Internal Assessment	-40%

Suggested Readings:

- 1) N. Gregory Mankiw: Principle of Microeconomics, 5th Edition, South-Western Cengage Learning
 - 2) Michael Baye and Jeffrey Prince: Managerial Economics and Business Strategy, 9th Edition
 - 3) Dominick Salvatore: Principles of Microeconomics, Oxford University Press
 - 4) Lipsey and Chrystal: Economics, Oxford University Press
 - 5) Koutosyannis: Modern Micro Economics, Palgrave Macmillan
 - 6) Pindyck, Rubinfeld and Mehta: Micro Economics, Pearson
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BBA -1st Year
SEMESTER –I
STATISTICS FOR BUSINESS DECISIONS

Course Description: Statistics for Business Decisions covers the basics of statistical analysis techniques and adequately prepares students for the quantitative components of a business degree. In this course students learn about common techniques of basic statistical inference, with a focus on business applications. Descriptive and inferential statistics by means of hypothesis testing and confidence intervals are major topics. Students learn how to calculate these, how to interpret them, and how to use them with business data. The motivation behind these important procedures is examined.

Course Objectives:

- To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making.
- To develop the students ability to deal with numerical and quantitative issues in business.
- To enable the use of statistical, graphical and algebraic techniques wherever relevant.

Course Content:

Unit I:

Measures of Central Value: Characteristics of an ideal measure; Measures of Central Tendency - mean, median, mode, harmonic mean and geometric mean. Merits, Limitations and Suitability of averages and Relationship between averages. Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Skewness, Kurtosis

Unit II:

Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression, Regression lines (X on Y, Y on X) and Standard error of estimate.

Unit III:

Analysis of Time Series: Meaning and significance. Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of least squares, Parabolic trend and logarithmic trend; Index Numbers: Meaning and significance, problems in construction of index numbers, methods of constructing index numbers-weighted and un-weighted, Test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index number.

Unit IV:

Probability and Sampling: Meaning and need. Theorems of addition and multiplication. Conditional probability. Bayes' theorem, Probability Distribution: Meaning, characteristics of Binomial, Poisson, and

Normal distribution. Sampling: Concept, types, sampling distribution and Central limit theorem.

Unit V:

Estimation and Hypothesis testing: Concept; Point estimates and confidence intervals, level of Significance; Process of hypothesis testing; Test of hypothesis concerning Mean; Test of Hypothesis Normal Z test & t test for single mean. Non-parametric statistics for hypothesis testing (Chi square, run test, Wilcoxon matched Pairs test and Sign test).

Course Outcomes (COs):

CO1. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.

CO2. Understand and interpret quantitative information using graphs, tables, and summary statistics (e.g., means, proportions, standard deviations, and correlations)

CO3. State the principles of and recognize good practice in statistical sampling and experimental design.

CO4. Calculate and correctly interpret confidence intervals and hypothesis tests for means and regression coefficients.

Assessment Method:

(Continuous Internal Assessment =40%, End Semester Examination =60%)

Assessment 1	-05%
Assessment 2	-05%
Mid-term exam	-20%
Assessment 3	-05%
Assessment 4	-05%
Total Internal Assessment	-40%

Suggested Readings:

- 1) Anderson, Sweeny & Williams: Statistics for Business and Economics, South Western.
- 2) Srivastava and Rego: Statistics for management, McGraw Hill education.
- 3) S. C Gupta: Fundamental of Statistics Himalaya Publishing House

BBA -1st Year
SEMESTER –I
BUSINESS ENVIRONMENT

Course Description: This course aims to prepare students to plan, launch and grow a business venture within the context of their local and national social, political, legal cultural and economic environment. They will be able to assess the impact of these different environments on the potential to succeed in their new business venture.

Course Objectives:

- To enable students to evaluate business and its environment.
- To give students understanding about the various constituents of business environment.
- To enable students to discuss the contemporary issues in business.

Course Content:

Unit I:

Introduction: Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.

Unit II:

Government and Legal Environment: Government Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business. Legal environment - Various laws affecting Indian businesses.

Unit III:

Economic and Global Environment: An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc.

Unit IV:

Technological Environment: Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.

Unit V:

Natural Environment: Meaning and nature of physical environment. Impact of Natural environment on business. Globalization – Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. MNCs – Definition, meaning, merits, demerits, MNCs in India, FDI Policy

Course Outcomes (COs):

CO1. Demonstrate understanding of components of business environment

CO2. Analyse the environmental factors influencing business organisation.

CO3. Explain the impact of fiscal policy and monetary policy on business.

CO4. Examine how different factors and trends in the external environment are likely to impact upon a proposed business venture.

Assessment Method:

(Continuous Internal Assessment =40%, End Semester Examination =60%)

Assessment 1	-05%
Assessment 2	-05%
Mid-term exam	-20%
Assessment 3	-05%
Assessment 4	-05%
Total Internal Assessment	-40%

Suggested Readings:

- 1) Dr. K Ashwatappa: Essentials Of Business Environment
- 2) Sundaram & Black: The International Business Environment; Prentice Hall
- 3) Chidambaram: Business Environment; Vikas Publishing
- 4) Upadhyay, S: Business Environment, Asia Books
- 5) Chopra, BK: Business Environment in India, Everest Publishing
- 6) Suresh Bedi: Business Environment, Excel Books
- 7) Economic Environment of Business by M. Ashikary.
- 8) Business Environment by Francis Cherrinulam

BBA -1st Year
SEMESTER –I
COMPUTER APPLICATIONS IN MANAGEMENT

Course Description: The objective of this course is to make the students familiarize with computer and its applications in the relevant fields and expose them other related fields of management

Course Objectives:

- To explain the importance of computer in the business, practices of different applications.
- To understand how knowledge of computer application Supports the business processes and operations of an organization and help decision-making by employees and managers.

Course Contents

Unit I: Introduction to computers in business

Computer: An Introduction- Computer in Business, Elements of Computer System Set-up; Indian computing Environment, components of a computer system, Generations of computer and computer languages; Software PC- Software packages-An introduction, Disk Operating system and windows: Number systems and codes.

Unit II: Data Base Management

Relevance of Data Base Management Systems and Interpretations of Applications; DBMS system Network, Hierarchical and relational database, application of DBMS systems

Unit III: Data processing

Data Base Language, dbase package, Basics of data processing; Data Hierarchy and Data file structure, Data files organizations; Master and Transaction file. Programme development cycle, Management of data, processing systems in Business organization.

Unit IV: Word Processing

Word processing: Meaning and role of word processing in creating of document, Editing, formatting and printing document using tools such as spelling checks, Data Communication Networking- LAN& WANS.

Unit V: Computer Network

Types of Network; Network Topologies; Network Protocol; OSI and TCP/IP model ; The Future of Internet Technology; Internet Protocol; World Wide Web; E-mail; Search Engines.

Course Outcomes (COs):

CO1. Understand the importance of computer application in management in the day-to-day working of organizations

CO2. Learning and applying computer learning and understanding in managerial decision making.

Assessment Method:

(Continuous Internal Assessment =40%, End Semester Examination =60%)

Assessment 1	-05%
Assessment 2	-05%
Mid-term exam	-20%
Assessment 3	-05%
Assessment 4	-05%
Total Internal Assessment	-40%

Suggested Readings:

1. Fundamentals of Computers by Rajaraman, Publisher: Prentice Hall of India, New Delhi
 2. Data Communication & Computer Network by White, Publisher: Thomas Learning, Bombay
 3. Business Data Communication by Shelly, Publisher: Thomson Learning, Bombay
 4. Computer Fundamentals by B.Ram, New Age Int.
 5. Computer Fundamentals by P.K Sinha, Priti Sinha, Publisher Kalyani Publishers, 2nd Edition,
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**BBA-1st Year
SEMESTER –I**

UNIVERSAL HUMAN VALUES

Course objective:		
The present course deals with the meaning, purpose, and relevance of universal human values and how to inculcate and practice them consciously to be a good human being and realize one's potential.		
Credits: 2	Co-curricular	
Max. Marks: 100	Min. Passing Marks: 40	
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	<p>Love and Compassion</p> <p>Introduction: What is love? Forms of love — for self, parents, family, friend, spouse, community, nation, humanity and other beings — the living and the non-living.</p> <p>Love and compassion and inter-relatedness.</p> <p>Love, compassion, empathy, sympathy and non-violence.</p> <p>Individuals who are remembered3693story and literature including local folklore.</p> <p>Practicing love and compassion: What will learners gain if they practice love and compassion? What will learners lose if they don't practice love and compassion?</p> <p>Sharing learner's individual and/or group experience(s).</p> <p>Simulated situations.</p> <p>Case studies.</p> <p>Truth</p>	8

	<p>Introduction: What is truth? Universal truth, truth as value, truth as fact (veracity, sincerity, honesty among others)</p> <p>Individuals who are remembered in history for practicing this value.</p> <p>Narratives and anecdotes from history and literature including local folklore.</p> <p>Practicing Truth: What will learners learn or gain if they practice truth? What will learners lose if they don't practice it?</p> <p>Individual and/or group experience(s).</p> <p>Simulated situations.</p> <p>Case studies.</p>	
<p>II</p>	<p>Non-violence</p> <p>Introduction: What is non-violence? Its need. Love, compassion, empathy, sympathy for others as prerequisites for non-violence.</p> <p>Ahimsa as non-violence and non-killing.</p> <p>Individuals and organizations that are known for their commitment to non-violence.</p> <p>Narratives and anecdotes about non-violence from history and literature, including local folklore.</p> <p>Practicing non-violence: What will learners learn/gain if they practice non-violence? What will learners lose if they don't practice it?</p> <p>Sharing individual and/or group experience(s) about non-violence.</p> <p>Simulated situations.</p> <p>Case studies.</p> <p>Righteousness</p> <p>Introduction: What is righteousness?</p> <p>Righteousness and dharma, righteousness and propriety.</p>	<p>7</p>

	<p>Individuals who are remembered in history for practicing righteousness.</p> <p>Narratives and anecdotes from history and literature, including local folklore.</p> <p>Practicing righteousness: What will learners learn/gain if they practice righteousness? What will learners lose if they don't practice it?</p> <p>Sharing learners' individual and/or group experience(s).</p> <p>Simulated situations.</p> <p>Case studies.</p>	
<p>III</p>	<p>Peace</p> <p>Introduction: What is peace? Its need, relation with harmony, and balance.</p> <p>Individuals and organizations that are known for their commitment to peace.</p> <p>Narratives and anecdotes about peace from history and literature, including local folklore.</p> <p>Practicing peace: What will learners learn/gain if they practice peace? What will learners lose if they don't practice it?</p> <p>Sharing learner's individual and/or group experience(s) about peace.</p> <p>Simulated situations.</p> <p>Case studies.</p> <p>Service</p> <p>Introduction: What is service? Forms of service, for self, parents, family, friend, spouse, community, nation, humanity and other beings — living and nonliving, persons in distress or disaster.</p> <p>Individuals who are remembered in history for practicing this value.</p>	<p>9</p>

	<p>Narratives and anecdotes dealing with instances of service from history and literature, including local folklore.</p> <p>Practicing service: What will learners learn/gain if they practice service? What will learners lose if they don't practice it?</p> <p>Sharing learners' individual and/or group experience(s) regarding service.</p> <p>Simulated situations.</p> <p>Case studies.</p>	
IV	<p>Renunciation (Sacrifice)</p> <p>Introduction: What is renunciation? Renunciation and sacrifice. Self-restraint and Ways of overcoming greed. Renunciation with action as true renunciation.</p> <p>Individuals who are remembered in history for practicing this value.</p> <p>Narratives and anecdotes from history and literature, including local folklore.</p> <p>Practicing renunciation and sacrifice: What will learners learn/gain if they practice renunciation and sacrifice? What will learners lose if they don't practice it?</p> <p>Sharing learners' individual and/or group experience(s).</p> <p>Simulated situations.</p> <p>Case studies.</p>	7
V	<p>Constitutional Values, Justice and Human Rights</p> <p>Part A: Fundamental Values</p> <p>Part B: Fundamental Rights</p> <p>Part C :Fundamental Duties</p>	9

Suggested Readings:

Basham, A.L. 1954. First edition. The Wonder That Was India. London: Picador Press.

Ghosh, Shantikumar. 2004. Universal Values. Kolkata: The Ramakrishna Mission.

Ghosh, Sri Aurobindo. 1998. The Foundations of Indian Culture. Pondicherry: Sri Aurobindo Ashram.

Joshi, Kireet. 1997 Education for Character Development. Delhi: Dharma Hinduja Centre of Indic Studies.

Joshi, Rokeach. 1973. The Nature of Human Values. New York: The Free Press.

Mookerji, Radha K. 1989 Ancient Indian Education. Delhi: Motilal Banarsidass

Patra, Avinash. 2012. The Spiritual Life and Culture of India. London: Oxford University Press.

Saraswati, Swami Satyananda. 2008. Asana Pranayama Mudra Bandha. Munger: Bihar School of Yoga

Course Outcome:

The learners will be able to:

1. Know about universal human values and understand the importance of values in individual, social circles, career path, and national life.
2. Learn from case studies of lives of great and successful people who followed and practised human values and achieved self-actualization.
3. Become conscious practitioners of human values.
4. Realize their potential as human beings and conduct themselves properly in the ways of the world

BBA -1st Year
SEMESTER –II
ORGANIZATION BEHAVIOR

Course Description: Human aspects are critical in each functional aspects of management and equally so for the effective utilization of resources. In view of this, organizational behavior has assumed great importance. This course is designed primarily for students who are being exposed to Organizational Behavior for the first time.

Course Objectives:

- To help the students to develop cognizance of the importance of human behavior.
- To enable students to describe how people behave under different conditions and understand why people behave as they do.
- To understand how individual, groups and structure have impacts on the organizational effectiveness and efficiency.
- To appreciate the theories and models of organizations in the workplace.

Course Content:

Unit I:

Introduction to Organizational Behaviour (OB): Concept of Organizational Behaviour, manager and organization, Henry Fayol's management functions, contemporary management functions, Henry Mintzberg's managerial roles, management skills, evidence based management, challenges and opportunities for OB.

Unit II:

Work Motivation: Concept of motivation, early theories of motivation: Maslow theory on hierarchy of needs, McGregor's theory X and theory Y, Herzberg's two-factor theory, McClelland's theory of needs, Contemporary theories of motivation: self-determination theory, goal setting theory, self –efficacy theory, reinforcement theory, equity theory, expectancy theory.

Unit III:

Leadership and decision Making: Decision Making: Perception and decision making, attribution theory, rational decision-making model, decision making in organizations, creativity in decision making, individual differences and organizational constraints, cultural differences in decision making, ethics in decision making.

Leadership: Leadership and its types, charismatic leadership, transformational leadership, visionary leadership, theories of leadership, trait theories, behavioral theories, contingency theories, contemporary leadership roles, finding and creating effective leaders.

Unit IV:

Power and Politics in organizations: Definition of power and politics, bases of power, power tactics, unequal power in the workplace, political behaviour and types, factors contributing to political behaviour, responding to organizational politics, defensive behaviours, impression management, ethics and global implications.

Unit V:

Organizational Culture: Concept and definition of organizational culture and organizational climate, essence of organizational culture, functions of culture, dysfunctional aspects of culture, ethical organizational culture

Course Outcomes (COs):

- CO1. Understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
- CO2. understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
- CO3. evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.
- CO4. accept and embrace in working with different people from different cultural and diverse background in the workplace.

Assessment Method:

(Continuous Internal Assessment =40%, End Semester Examination =60%)

Assessment 1	-05%
Assessment 2	-05%
Mid-term exam	-20%
Assessment 3	-05%
Assessment 4	-05%
Total Internal Assessment	-40%

Suggested Readings:

- 1) Hellriegel D. (2011), ‘Organizational Behavior’ (Thirteenth ed.), South Western Educational Publishing: USA
- 2) Pareek U. (2012), ‘Understanding Organizational Behavior’ (Third ed.), Oxford University Press, USA
- 3) Robbins S.P. (2010), ‘Essentials of Organizational Behavior’ (Tenth ed.), Pearson: Delhi
- 4) Schermerhorn J.R. (2010), ‘Organizational Behavior’ (Eleventh ed.), John Wiley & Sons, Inc.: USA

BUSINESS FINANCE

Course Description: This course discusses the basics of Financial Management with an objective of familiarizing students with the techniques of financial management and their applications for business decision making.

Course Objectives:

- To acquaint students with the techniques of financial management and their applications for business decision making.
- To provide an in-depth view of the process in financial management of the firm.
- To analyse the complexities associated with management of cost of funds in the capital Structure.

Course Content:

Unit 1:

Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Finance Decisions, Investment Decision, Dividend Decision; Objectives of Financial Management; Organization of finance function. Concept of Time Value of Money, present value, future value, and annuity Risk & Return: Concept of Risk - Systematic & unsystematic risk – their sources and measures.

Unit II:

Capital Budgeting: Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index Method. Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights.

Unit III:

Capital Structure: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, and Traditional approach, Capital Structure and Financial Distress, Trade-Off Theory.

Unit IV:

Dividend Policy Decision: Dividend and Capital; The irrelevance of dividends: MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; Combined leverage. EBIT -EPS analysis.

Unit V:

Working Capital Management: Management of Cash - Preparation of Cash Budgets; Cash management technique. Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management - ABC Analysis; Minimum Level; Maximum Level; Reorder

Level; Safety Stock; EOQ, Determination of Working Capital.

Course Outcomes (COs):

- CO1. Understand the basics of financial management and how these are relevant in day to day life.
- CO2. Aware of different types of financial markets, gather knowledge about the financial instruments available in the markets and their trading.
- CO3. Able to calculate the working capital requirements.
- CO4. Analyse the complexities associated with management of cost of funds in the capital Structure.

Assessment Method:

(Continuous Internal Assessment =40%, End Semester Examination =60%)

Assessment 1	-05%
Assessment 2	-05%
Mid-term exam	-20%
Assessment 3	-05%
Assessment 4	-05%
Total Internal Assessment	-40%

Suggested Readings:

- 1) Khan and Jain. Basic Financial Management, McGraw Hill Education
- 2) Prasanna Chandra, Fundamentals of Financial Management. McGraw Hill Education
- 3) Rustagi, R.P. Fundamentals of Financial Management. Taxmann Publication Pvt. Ltd.
- 4) Singh, Surrender and Kaur, Rajeev. Fundamentals of Financial Management. Mayur Paperback, New Delhi.

Course Description: This course helps to familiarize students with the basic principles and techniques of human resource development. The course takes a practical view that integrates the contributions of the behavioral sciences with the technical aspects of implementing the HR function in the real world. Certainly, not everyone who takes this course will become a human resource professional, although they will learn a great deal about those roles. Indeed, for many students this course will be the only HR course they take. However, all managers, no matter what their specialization, play an integral role in carrying out HR policies and practices in their organization – and they have to deal with their organization’s human resources department.

Course Objectives:

- To help the students to develop an understanding of the concept & techniques of essential functions of human resource management.
- To be aware of the role, functions and functioning of human resource department of the organizations.
- To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behavior.

Course Content:

Unit I:

Human Resource Management: Concept, Functions, roles, skills & competencies. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HR role in strategy formulation & gaining competitive advantage.

Unit II:

Human Resource Planning: Process, Forecasting demand & supply, Skill inventories, Employee turnover and Absenteeism, Job Bidding, Employee Termination. Job analysis and Design – Uses, methods, Job description & Job specifications, Job Enrichment, Enlargement, Job Rotation, Job Evaluation methods. Recruitment, Selection & Orientation: internal & external sources, e- recruitment, selection process, orientation process.

Unit III:

Training and Development: Concept, Needs, Systematic approach to training, Methods of training, Goleman's domains of leadership Performance management system: concept, Administrative and Developmental uses of performance appraisal, factors that distort appraisal, Methods of Employee Appraisal.

Unit IV:

Compensation: Steps of determining compensation, Role of job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans. Brief introduction of social security: health, retirement & other benefits.

Unit V:

Industrial Relations: Introduction to Industrial Relations, Trade unions role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes-grievance, concepts, causes & grievance redressal machinery, discipline-concept, aspect of discipline & disciplinary procedure, Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining. Current issues and trends in HRM.

Course Outcomes (COs):

CO1. Understand of the basic concepts, functions and processes of human resource management.

CO2. Aware of the role and functioning of human resource department of the organizations.

CO3. Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behavior.

Assessment Method:

(Continuous Internal Assessment =40%, End Semester Examination =60%)

Assessment 1	-05%
Assessment 2	-05%
Mid-term exam	-20%
Assessment 3	-05%
Assessment 4	-05%
Total Internal Assessment	-40%

Suggested Readings:

- 1) Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.
- 2) Dessler, G. Fundamentals of Human Resource Management (4th Edition, Pearson)
- 3) Durai, P. (2010), Human Resource Management, Pearson Education

BBA -1st Year
SEMESTER –II
MARKETING THEORY AND PRACTICES

Course Description: This course examines the business function of Marketing. Students will learn how marketers deliver value in satisfying customer needs and wants, determine which target markets the organization can best serve, and decide upon appropriate products, services, and programs to serve these markets.

Course Objectives:

- To familiarize students with the marketing function in organizations.
- To equip the students with understanding of the Marketing Mix elements
- To sensitize them to certain emerging issues in Marketing.

Course Content:

Unit I:

Introduction: Definition, Scope and Importance of Marketing, Evolution of Marketing; Core concepts of marketing- Needs, Wants, and Demands; Company orientation towards market place- Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: demographic, economic, political-legal, socio-cultural, technological and natural environment with reference Indian context; Portfolio approach – Boston Consultative Group (BCG) matrix.

Unit II:

Segmentation, Targeting and Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets- Geographic and Demographic, Market Targeting - Effective Segmentation Criteria, Evaluating and Selecting the Market Segments, Developing and Establishing a Brand Positioning, Difference between Segmentation, Targeting and Positioning.

Unit III:

Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labeling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing).

Unit IV:

Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Events and Experiences, Public Relations & Publicity and Personal Selling; Place

Unit V:

Marketing Channels: The importance of Channels, The Role of Marketing Channels, Channel functions and flows, Channel levels, Types of intermediaries, Identifying and evaluating major channel alternatives, Channel integration and systems- Vertical Marketing Systems, Marketing of Services: Unique Characteristics of Services, Marketing strategies for service firms – 7P's.

Course Outcomes (COs):

- CO1. Define and explain core marketing terms and concepts.
- CO2. Explain how the environment affects a firm's marketing effort.
- CO3. Explain and describe influences on consumer behavior and the buyer's decision process.
- CO4. Demonstrate an understanding of the concepts of segmentation, targeting and positioning.
- CO5. Demonstrate an understanding of the marketing mix and how it is used.

Assessment Method:

(Continuous Internal Assessment =40%, End Semester Examination =60%)

Assessment 1	-05%
Assessment 2	-05%
Mid-term exam	-20%
Assessment 3	-05%
Assessment 4	-05%
Total Internal Assessment	-40%

Suggested Readings:

- 1) Kotler, P. & Keller, K. L.: Marketing Management, Pearson.
 - 2) Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective- Indian Context, Macmillan Publishers India Limited.
 - 3) Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul-Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
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BUSINESS INFORMATION SYSTEM

Course Description: This course introduces students to information systems. It provides comprehensive knowledge to students as to why information systems are so important for business and management, evaluate the role of various types of information systems and their relation with each other.

Course Objectives:

- To help the students understand the importance of information management in business and management
- To provide understanding about different types of information systems in business
- To understand various security and ethical issues with Information Systems

Course Content:

Unit-I:

Management Information System: Basic Concepts – Organization Structure – Business Functions – Role of MIS – MIS in Business - MIS Developing Process Models - Simon’s Model in Information System – Major Trends in Information Technology.

Unit-II:

Managerial Decision Making: Decision Making Process – Relationship between Decision-Making and MIS –Group Decision Making - Integrating Managerial Levels and Functional areas by MIS-Components of MIS. System and Design; Systems Development Initiate

Unit-III:

Different Methodologies: System Life Cycle Design - Prototype Approach - System Implementation.

Unit-IV:

Decision Support System: Definitions of DSS – Architecture of DSS - Scope of DSS - Characteristic and Capabilities of DSS - Components of DSS – Modules in DSS- Classification of DSS – Steps in Designing a DSS.

Unit-V:

Database Management System: Sources of Data – Architecture of Database Management System - Data Models – Implementation - DGMS.

Course Outcomes (COs):

- CO1. Understand basic concepts of MIS and business functions.
- CO2. Evaluate effectiveness of decision making and its relation with MIS.
- CO3. Understand characteristics and capabilities of DSS.
- CO4. Analyze different methodologies of MIS.

Assessment Method:**(Continuous Internal Assessment =40%, End Semester Examination =60%)**

Assessment 1	-05%
Assessment 2	-05%
Mid-term exam	-20%
Assessment 3	-05%
Assessment 4	-05%
Total Internal Assessment	-40%

Suggested Readings:

- 1) Jawadekar, Management Information System, Tata McGraw Hill, 2008, 7th Edition, New Delhi.
 - 2) Arora, Management Information System, Excel Books, 2010, 4th Edition, New Delhi.
 - 3) C.S.V. Murthy, Management Information System, Himalaya Publishing House
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BBA -1st Year
SEMESTER –II
FINTECH AND CRYPTOCURRENCY

Course Description: Financial technology (FinTech) is revolutionary and rapidly changing the financial service industries. This course introduces various concepts of FinTech such as blockchain, cryptocurrencies (e.g., Bitcoin and Ethereum), alternative lendings, etc.

Course Objectives:

- To develop a broad understanding of the recent FinTech development and its impact in the financial industries.
- To understand how cryptocurrency (mainly Bitcoin and Ethereum) works.
- To analyze the working of Smart Contracts

Course Content:

Unit -I:

Introduction to FinTech: Recent developments, Major areas in FinTech, Future prospects and potential issues with FinTech

Unit -II:

Digital Finance and Alternative Finance: A Brief History of Financial, Innovation, Digitization of Financial Services, FinTech & Fund; Alternative Finance, Alternative lending, Crowdfunding - Regards, Charity and Equity, P2P and Marketplace Lending.

Unit -III:

BitCoin and Cryptocurrency: What is Bitcoin, The Bitcoin Network, The Bitcoin Mining Process, Mining Developments, Bitcoin Wallets, Decentralization and Hard Forks, Introduction to Ethereum and Ethereum Virtual Machine (EVM), Merkle Tree, Double-Spend Problem, Blockchain And Digital Currency, Transactional Blocks, Impact of Blockchain Technology on Cryptocurrency

Unit -IV:

Cryptocurrency Regulation: Stakeholders, Roots of Bit coin, Legal Aspects-Crypto currency Exchange, Black Market and Global Economy. Applications: Internet of Things, Medical Record Management System, Domain Name Service and future of Blockchain.

Unit -V:

FinTech Regulation and RegTech: FinTech Regulations, Evolution of RegTech, RegTech Ecosystem: Financial Institutions, RegTech Ecosystem: Startups, RegTech Startups: Challenges, RegTech Ecosystem: Regulators

Course Outcomes (COs):

CO1. Understand recent FinTech developments and analyze their impact on the financial service industries

CO2. Describe the technologies underlying cryptocurrencies

CO3. Understand alternative lending, P2P technologies, and assess their impact on traditional banking and payment industries

Assessment Method:

(Continuous Internal Assessment =40%, End Semester Examination =60%)

Assessment 1	-05%
Assessment 2	-05%
Mid-term exam	-20%
Assessment 3	-05%
Assessment 4	-05%
Total Internal Assessment	-40%

Suggested Readings:

- 1) Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction by Arvind Narayanan, Joseph Bonneau, Edward Felten, Andrew Miller, Steven Goldfeder, Princeton University Press, ISBN-13: 978-0691171692.
 - 2) Ethereum: Blockchains, Digital Assets, Smart Contracts, Decentralized Autonomous Organizations
 - 3) by Henning Diedrich, CreateSpace Independent Publishing Platform, ISBN-13: 978-1523930470.
 - 4) Blockchain Applications: A Hands-on Approach. by Arshdeep Bahga and Vijay Madisetti, Vpt, ISBN-13: 978-0996025560.
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BBA -1st Year
SEMESTER –II
DIGITAL LITERACY

Course Description: This course introduces students to the practical aspects of information technology in terms of awareness about digital world. It provides comprehensive knowledge to students about IT regulatory frameworks for business and management. It will equip learners with the competencies in the use of digital technology.

Course Objectives:

- To help the students understand the importance Cyber security
- To provide understanding about different types of IECT.
- To understand various concepts like E-governance, Digital signatures.
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Course Content:

Unit-I:

Cyber Security: Basic concepts of threats, vulnerabilities, controls; risk; confidentiality, integrity, availability; security policies; security mechanisms;

Data Security and protection: concept, creating strong passwords; “In private Browsing”, identifying secure website, clear cookies.

Secure web site: https, lock symbol; Security Considerations: Security threats from web sites like: viruses, worms, Trojan horses, spyware. malware;

Netiquettes; → Netiquettes; Awareness about receiving fraudulent and unsolicited e-mail; phishing, Recognize attempted phishing; → Basics of Software Licensing , Overview and understanding of IT Act 2000

Unit-II:

PC Maintenance, Security and Troubleshooting: Inbuilt PC Security, tools, Securing documents, Antivirus, Upgrading Operating System and Application software. security; Cleaning the monitor, keyboard, CPU; → Deleting unnecessary programs and files: Disk cleanup, deleting toolbars; defrag hard drive; → Computer Maintenance Programs: Ccleaner, myDefrag, Spinrite etc.; → Basic troubleshooting: restart computer, checking cables, uninstalling a software, start windows in safe mode etc.

Unit-III:

Latest Trends in IECT: E-governance, Multimedia and Entertainment; → Project Management using IT tools & related applications → Introduction to Cloud Computing: What is cloud computing, Properties & Characteristics, Service models, Deployment models; Concepts of: IaaS (Infrastructure as a Service), PaaS (Platform as a Service), SaaS (Software as a service), DaaS (Desktop as a Service). → Introduction to Mobile Computing, its components and characteristics. → Digital signature: definition as per ITA 2000, Digital signature; role of certifying authorities: Digital Certificates and their uses, Certifying Authority regulation in India, Obtaining a trial version of a Digital Certificate; legal aspect covering digital signatures

in India

Unit-IV:

E-Governance: Applications of IECT: Definition of e-Governance, Pillars of e-Governance, Infrastructure for eGovernance, Mission Mode Projects (At least 5), Familiarization with terminology like change management, processing engineering, Govt. Processing engineering and Governance, eGovernance project life cycle, electronically delivery of services, messaging system and case study of any 5 public utility portal related with the Department (especially, public grievance redressal system, RTI, Vigilance, Department working and financial inclusion, linkage with Aadhar etc.)

Unit-V:

Application of Digital Financial Services: Banking products-ATM card, Rupay Card, Banking Instruments-Cheque, Demand Draft (DD), Currency Notes, Banking Services Delivery Channels, Know Your Customer (KYC), Opening of bank account and documents required, Types of bank accounts, Bank's services including remittances, loan, mobile banking, Overdraft, Pension etc. Pradhan Mantri Jan Dhan Yojana (PMJDY), Social Security Schemes-Atal Pension Yojana (APY), Pradhan Mantri Suraksha Bima Yojana (PMSBY), Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Mudra Yojana (PMMY).

Course Outcomes (COs):

- CO1. Understand basic concepts of cyber security and functions.
- CO2. Evaluate effectiveness of decision making and its relation Digital finance.
- CO3. Understand characteristics and capabilities of IECT .
- CO4. Analyze different methodologies of Digital Signatures.

Assessment Method:

(Continuous Internal Assessment =40%, End Semester Examination =60%)

Assessment 1	-05%
Assessment 2	-05%
Mid-term exam	-20%
Assessment 3	-05%
Assessment 4	-05%
Total Internal Assessment	-40%

Suggested Readings:

- 0) Aiken Mary, The Cyber effects, 1st Edition.
- 1) C.S.V. Murthy, Management Information System, Himalaya Publishing House
- 2) Sinha R.P. , E-governance in India , 2006

BBA -1st Year
SEMESTER –II
COMMUNICATION SKILLS

Course objectives:		
1. Identify common communication problems that may be holding learners back.		
2. Identify what their nonverbal messages are communicating to others.		
3. Understand the role of communication in the teaching-learning process.		
Credits: 2		Co-curricular
Max. Marks:100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none"> • Communication - Definition, importance, objectives • 7 Cs of Communication • Influence of barriers in the process of communication • Importance of cross-cultural awareness in communication • Influence of non-verbal cues in the process of communication 	6
II	<ul style="list-style-type: none"> • Techniques of Effective Listening • Listening and Comprehension • Probing Questions • Barriers to Listening 	6
III	<ul style="list-style-type: none"> • Pronunciation • Enunciation • Vocabulary • Fluency • Common Errors 	6
IV	<ul style="list-style-type: none"> • Techniques of Effective Reading • Evaluating These Ideas and Information • Interpret the Text 	6
V	<ul style="list-style-type: none"> • Clearly State the Claims • Avoid Ambiguity, Vagueness, Unwanted Generalizations, and Oversimplification of Issues • Provide Background Information • Effectively Argue the Claim 	6

Suggested Readings:

Pedagogy: Instructor-led Training, Supplemented by Online Platform (SWAYAM)

Materials: Teaching and Learning

Assessment: Paper-based or Online Assessment

Course Learning Outcome:

1. Participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities.