



वसुधैव कुटुम्बकम्
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SAURASHTRA UNIVERSITY
Academic Section

University Campus, University Road,
Rajkot - 360005

Phone No.: (0281) 2578501 Ext. No. 202, 304
FAX No.: (0281) 2576347 E-mail Id: academic@sauuni.ac.in



તા:- ૧૭/૦૮/૨૦૨૩

નં.એકે./ ૮૩૪૮૫ /૨૦૨૩

બિઝનેશ મેનેજમેન્ટ વિદ્યાશાખા

પરિપત્ર:-

સૌરાષ્ટ્ર યુનિવર્સિટીની બિઝનેશ મેનેજમેન્ટ વિદ્યાશાખા હેઠળનો સ્નાતક કક્ષાના B.B.A. અભ્યાસક્રમ ચલાવતી સર્વે સંલગ્ન કોલેજના આચાર્યશ્રીઓને આથી જાણ કરવામાં આવે છે કે, NEP-2020 અંતર્ગતના રાજ્ય સરકારશ્રીના તા.૧૧/૦૭/૨૦૨૩નો ઠરાવ, ત્યારબાદ તા.૨૭/૦૭/૨૦૨૩ના રોજ પ્રકાશિત થયેલ સ્ટાન્ડર્ડ ઓપરેટિંગ પ્રોસિજર (SOP) તેમજ ત્યારબાદ તેને આનુસંગિક તા.૨૮/૦૭/૨૦૨૩ના રોજ આવેલ સુધારા મુજબના અભ્યાસક્રમો ચેરમેનશ્રીઓ ફાયનાન્સ મેનેજમેન્ટ, માર્કેટિંગ મેનેજમેન્ટ, હ્યુમન રિસોર્સ મેનેજમેન્ટ વિષયોની અભ્યાસ સમિતિઓ દ્વારા રજુ કરાયેલ B.B.A. સેમેસ્ટર - ૦૧ અને ૦૨ના અભ્યાસક્રમો આગામી શૈક્ષણિક સત્ર જુન-૨૦૨૩થી અમલમાં આવે તે રીતે ફાયનાન્સ મેનેજમેન્ટ, માર્કેટિંગ મેનેજમેન્ટ, હ્યુમન રિસોર્સ મેનેજમેન્ટ વિષયોની અભ્યાસ સમિતિ, બિઝનેશ મેનેજમેન્ટ વિદ્યાશાખા, એકેડેમિક કાઉન્સિલ તથા સિન્ડિકેટની બહાલીની અપેક્ષાએ મંજૂર કરવા માન.કુલપતિશ્રીને ભલામણ કરેલ છે. જે માન.કુલપતિશ્રીએ મંજૂર કરેલ છે. જેથી સંબંધિત તમામે તે મુજબ તેની ચુસ્તપણે અમલવારી કરવી.

(મુસદ્દો કુલસચિવશ્રીએ મંજૂર કરેલ છે.)

બિડાણ:- ઉક્ત અભ્યાસક્રમ (સોફ્ટ કોપી)

પ્રતિ,

- (૧) B.B.A. વિષયો ચલાવતી સ્નાતક કક્ષાની સર્વે સંલગ્ન કોલેજના આચાર્યશ્રીઓ તરફ
- (૨) બિઝનેશ મેનેજમેન્ટ વિદ્યાશાખા હેઠળની ફાયનાન્સ મેનેજમેન્ટ, માર્કેટિંગ મેનેજમેન્ટ, હ્યુમન રિસોર્સ મેનેજમેન્ટ વિષયોની અભ્યાસ સમિતિના સર્વે સભ્યશ્રીઓ નકલ જાણ અર્થે રવાના:-

માન.કુલપતિશ્રી/કુલસચિવશ્રીના અંગત સચિવ

નકલ રવાના:- (જરૂરી કાર્યવાહી અર્થે)

૧. ડીનશ્રી, બિઝનેશ મેનેજમેન્ટ વિદ્યાશાખા
૨. જોડાણ વિભાગ
૩. પી.જી.ટી.આર.વિભાગ
૪. પરીક્ષા વિભાગ

સહી-

(ડૉ.એચ.પી.રૂપારેલીઆ)

કુલસચિવ

રવાના કર્યું

એકેડેમિક ઓફિસર



SAURASHTRA UNIVERSITY

RAJKOT

(Accredited Grade B by NAAC)



Faculty of Business Management
Curriculum and Credit Framework
for
Bachelor of Business Administration (B.B.A.)
As Per National Education Policy - 2020
Effective From
August – 2023 (As Per SOP)



Saurashtra University, Rajkot
Faculty of Business Management
BBA Curriculum as Per NEP - 2020

B.B.A. Semester - I

Sr. No	Course Category	Course Title	Credit	Theory	Practical	IM	EM	Total
1	Major/Core	Principles of Management	4	4		50	50	100
2	Major/Core	Business Organization and Structure	4	4		50	50	100
3	Minor	Fundamentals of Financial Accounting	4	4		50	50	100
4	VAC	Indian Knowledge System	2	2		25	25	50
5	MDC	Business Mathematics	4	4		50	50	100
6	AEC	Foundation course in English	2	2		25	25	50
7	SEC	Select Any One 1. IT for Business-I 2. E-commerce & Digital Solution for Business	2	1	2	25	25	50
			22			275	275	550

B.B.A. Semester - II

Sr. No	Course Category	Course Title	Credit	Theory	Practical	IM	EM	Total
1	Major/Core	Human Values & Professional Ethics	4	4		50	50	100
2	Major/Core	Management Principles and Practices	4	4		50	50	100
3	Minor	Micro & Macro Economics	4	4		50	50	100
4	VAC	Select Any One 1. Stock Market Practices 2. Health, Wellness & Yoga		1	2			
		3. Earth & Environmental Science	2	2		25	25	50
5	MDC	Business Statistics	4	4		50	50	100
6	AEC	Communicative English	2	2		25	25	50
7	SEC	Select Any One 1. IT for Business-II 2. AI For Business		1	2	25	25	50
		3. Stress Management	2	2				
			22			275	275	550



Bachelor of Business Administration (B.B.A.)			Semester - I
Course Title: Principles of Management		Course Code:	Type of Course: Major/Core
Credit: 04	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks -100	External Exam Time: 2½ Hours

COURSE OUTCOMES:

On successful completion of the course, the students will be able to ·

- Understand concepts of business management, principles and functions of management
- Explain and execute the process of planning
- Create organization structures based on authority, task and responsibilities
- Explain the basics of directing and its tools
- Understand the requirement of a good control system in managing an organization

Pedagogy:
Classrooms lecture, tutorials, Group discussions, seminars, Case studies & fieldwork etc.

COURSE CONTENT

Unit - 1	Introduction to Business Management	Hours: 12
	Meaning, Features/Nature, Significance, Process/ Functions, Management Art and Science, Professionalization of Management, Mintzberg’s Managerial Roles	
Unit – 2	School of Management Thoughts	Hours: 12
	Classical School of Thoughts – Scientific Management, Fayol’s Administrative approach, Weber’s <u>Bureaucracy</u> Neo-Classical School – Hawthorne Experiments, Human Relations Approach Modern School – System School, Fiddler’s contingency thought, Quantitative Approach.	
Unit - 3	Planning	Hours: 12
	Meaning, Features, Process, Importance, Limitations, Types of Plans (Components of Planning), Planning Premises, Forecasting (Meaning and Process)	
Unit – 4	Organizing and Staffing	Hours: 12
	Meaning, Features, process, Importance, Limitation, Types of Organization – Line, Staff, Line and Staff, Committee, Project, Matrix, Network and Virtual. Staffing- Meaning, Importance, Functions/ Process	
Unit – 5	Directing and Controlling	Hours: 12
	Directing – Meaning, Principles, Features, Importance (Concept and Features of Leadership, Motivation, Communication, Coordination and Supervision) Controlling – Meaning, Features, Process, Importance and limitations	

Skill Development Activities: Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignments



REFERENCES

1. Management: Task, Responsibilities and Practices – Peter F Drucker,
2. Modern Business Organization by S. A. Sherlekar, Himalaya Publication
3. Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale
4. Business Organization and Management By Jallo, Tata McGraw Hill
5. Industrial Organization and Management By Dr. C. B. Gupta, Sultan Chand & Co. Delhi
6. Business Organization and Management By Dr. C. B. Gupta, Sultan Chand & Co. Delhi
7. Principles and Practices of Management – L.M. Prasad, Sultan Chand & Co. Delhi



Bachelor of Business Administration (B.B.A.)		Semester - I	
Course Title: Business Organization & Structure		Course Code:	Type of Course: Major/Core
Credit:04	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2½ Hours

COURSE OUTCOMES:

- To make students familiar with the basic concepts of business, trade and commerce.
 - To expose students to the modern business world.
 - To them familiar with different forms of business organizations, their formation and management.
- **Pedagogy:** Interactive lectures, electronic media, PowerPoint presentations, problem-solving-based learning, case study method, project-based learning, performance-related tasks etc.

Unit - 1	Nature, Purpose and Scope of Business	Hours: 12
	Business: Meaning and Definition, Characteristics, Objectives, Risk Involved in Business, Profession: Meaning and Definition, Characteristics Forms of Business Organization. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives, Non-Profit Organization.	
Unit – 2	Sole Proprietorship and Partnership	Hours: 12
	Sole Proprietorship: Meaning, Characteristics, Advantages and Disadvantages. Partnership: Meaning, Characteristics, Advantages and Disadvantages, Types of Partners, Partnership Deed, Difference between Partnership and Sole Proprietorship. LLP: Meaning, Features, Advantages and Disadvantages. Hindu Undivided Family: Meaning, Features, Advantages and Disadvantages.	
Unit - 3	Joint Stock Companies - & Co-operatives Society	Hours: 12
	Joint Stock Company: Meaning and Definition, Features, Types of Companies, Difference between private and public company. Co-operative Society: Meaning, Characteristics, Advantages and Limitation, Difference between Company and Co-operative Society. Non-Profit Organization: Meaning, Characteristics, Advantages and Disadvantages,	
Unit – 4	Business Combination	Hours: 12
	Business Combination Meaning Causes, Objectives, Types. Forms of combinations: Mergers, Takeovers and Acquisitions – Merits & Demerits	
Unit – 5	Social Responsibility of Business	Hours: 12
	Social Responsibility of Business: Concept and Definition. Social Responsibility of Business towards Customers, Owners and Investors, Employees, Suppliers and Creditors, Society and Government.	

Skill Development Activities: Industry Exposure.

REFERENCES

- Fundamental of Business Organization by Y.K.Bhushan – S.Chand and Sons.
- Business Organization and Management by Jallo – Tata Mc GrawHill
- Business Organization and Management by Dr. C.B.Gupta



Bachelor of Business Administration (B.B.A.)			Semester - I
Course Title: Fundamentals of Financial Accounting		Course Code:	Type of Course: Minor
Credit: 04	Theory:04 Hours	Practical: - Nil	Teaching Hours:60
Internal Marks: 50	External Marks: 50	Total Marks:100	External Exam Time: 2½ Hours

COURSE OUTCOMES:

1. Acquire knowledge of accounting concepts, principles and practices.
2. Apply financial concepts in business administration to manage and be effective in decision-making in functional areas like finance and accounting transactions.
3. Provide wide knowledge about final accounts.
4. Inculcate basic depreciation accounting concepts.
5. To acquire knowledge of basic account standards at domestic and international levels.
6. To inculcate concepts of inventory valuation.

Pedagogy: Theory and Practical Session

COURSE CONTENT

Unit - 1	Accounting	Hours:12
	Definition - Nature of Accounting – Generally Accepted Accounting Principles, Concepts and Conventions -Double Entry Vs Single Entry - Books of Accounts: Journal - Ledger - Subsidiary Books: Cashbook -Purchase book - Sales book - Sales return book - Purchase return book. Brief Overview of Accounting Standards and IFRS	
Unit – 2	Three-column Cash Book and Rectification of Errors	Hours:12
	Meaning and features of cash Book, Objective of cash Book, Types of cash Book, Cash Book with Discount Cash and Bank Column, Rectification of Errors: Trial Balance - Errors - Verifications of Errors - Preparation of Suspense account	
Unit – 3	Capital and Revenue Account & Final Accounts	Hours:12
	Classification of Income, Classification of Expenditure, Classification of Receipts Final Accounts: Preparation of Trading & Profit and Loss Account and Balance Sheet with simple adjustments.	
Unit - 4	Depreciation	Hours:12
	Depreciation: Meaning – Causes – Methods of Depreciation: Straight Line Method - Written Down Value Method - Annuity Method.	
Unit – 5	Inventory Valuation	Hours:12
	Meaning of Inventory, Objectives of Inventory Valuation, Methods of Valuation of Inventory (LIFO, FIFO, Weightage Average Method).	

Skill Development Activities: Practical Calculations

REFERENCES

1. S.P. Jain & K.L. Narang, Advanced Accountancy, Kalyani Publishers, 2014
2. M.C. Shukla, T.S. Grewal & S.C. Gupta, Advanced Accountancy, S. Chand & Sons, 2016
3. R.L. Gupta & Radhasamy, Advanced Accountancy, S. Chand & Sons, 2014
4. P.C. Tulsian, Financial Accounting, S. Chand Publications, 2016



Bachelor of Business Administration (B.B.A.)			Semester - I
Course Title: Indian Knowledge System		Course Code:	Type of Course: VAC/IKS
Credit: 02	Theory: 02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks: 50	External Exam Time: 2 Hours

COURSE OUTCOMES:

After completion of the course, learners will be able to:

1. Identify the concept of Traditional knowledge and its importance;
2. Explain the need for and importance of protecting traditional knowledge;
3. Know the history of Indian economic thoughts and Chanakya Niti and Kautilya’s Economic thoughts; Interpret the concepts of the Indian business model.

Pedagogy: Theory, Exercise

Unit - 1	INTRODUCTION TO INDIAN KNOWLEDGE SYSTEM	Hours: 10
	Introduction, Definition, Concept of Indian Knowledge System (IKS), A broad overview of disciplines included in the IKS, and historical developments, Scope of IKS, IKS in ancient India and in modern India	
Unit – 2	INDIAN BUSINESS MODEL	Hours: 10
	Introduction, Family Base, High Level of Savings, Self-Employment, Highly Entrepreneurial Nature, Non-corporate Sector as the Core of the Economy, Community Orientation and Higher Social Capital, Faith and Relationship in Economic Affairs, A Society-driven Economy, Driven by Norms and Values	
Unit - 3	INDIAN ECONOMY THOUGHTS AND MODEL	Hours: 10
	History of Indian Economy Thoughts: Context from Dharmashastras, Shukra niti, Mahabharata, Chanakya Niti and Arthashastra; Kautilya’s Economic thoughts in specific India and Global GDP: Ancient India.	

Skill Development Activities: Practical Applications in Life.

REFERENCES

1. An Introduction to Indian Knowledge Systems: Concepts and Applications, B Mahadevan, V R Bhat, and Nagendra Pavana R N; 2022 (Prentice Hall of India).
2. Indian Knowledge Systems: Vol I and II, Kapil Kapoor and A K Singh; 2005 (D.K. Print World Ltd).
3. Kanagasabapathi; “Indian Models of Economy, Business and Management”, Third Edition,
4. Prentice Hall India Ltd., Delhi.
5. Lotus and Stones; Garuda Prakashan (31 October 2020); Garuda Prakashan Pvt. Ltd.
6. Dwivedi D.N., Essentials of Business Economics, Vikas Publications, Latest Edition.
7. Economic Sutras by Prof. Satish Y. Deodhar, IIMA Books series
8. Black Money Tax Heaven by R Vaidyanathan, Westland Ltd. Publication



Bachelor of Business Administration (B.B.A.)			Semester - I
Course Title: Business Mathematics	Course Code:		Type of Course: MDC
Credit: 04	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2½ Hours

COURSE OUTCOMES:
<ul style="list-style-type: none"> To sharpen mathematical abilities in making Business Decisions Improve logical and reasoning abilities
Pedagogy: Theory, Exercise

COURSE CONTENT

Unit - 1	Permutation and Combination	Hours: 09
	Meaning and Definition of Permutations Permutations of different things Permutations of Similar things Restricted Permutation Meaning and Definition of Combinations Combinations of things taken some or all at a time Some Restricted Combinations Examples	
Unit – 2	Arithmetic and Geometric Progression	Hours: 09
	Arithmetic Progression (A.P.) Definition of Arithmetic Progression n^{th} term and Sum of n terms of A.P. (With Proof) Geometric Progression (G.P.) Definition of Geometric Progression n^{th} term and Sum of n terms of G.P. (With Proof) Examples	
Unit - 3	Binomial Theorem	Hours: 09
	Introduction of Binomial Theorem (Without Proof) Characteristics of Binomial Theorem Expansion of Binomial Position of Terms and Middle Terms Binomial Coefficient Examples	
Unit – 4	Mathematical Induction	Hours: 09
	Introductions of the Principle of Mathematical Induction Meaning of Sequence and Series Sigma Notation $\sum n, \sum n^2, \sum n^3$ (with proof) Examples	



Unit – 5	Exponents and Surds	Hours: 09
	Exponents or index notation Exponent or Index Laws Zero and Negative Indices Surds Properties of Surds Multiplication and Division of Surds Examples	
Skill Development Activities: Practical Applications.		

REFERENCES

- Business Mathematics by Sancheti & Kapoor- **Sultan & Chand**
- Fundamental of Mathematics and Statistics by V .K. Kapoor and S. C. Gupta: **Sultan & Chand**
- Numerical Analysis by V. N. Vedmurthi



Bachelor of Business Administration (B.B.A.)			Semester I
Course Title: Foundation Course in English	Course Code:		Type of Course: AEC
Credit:02	Theory:02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks:25	External Marks:25	Total Marks: 50	External Exam Time: 2 Hours

COURSE OUTCOMES:

By the end of the course, students will be able to:

Unit 1: Revision of the Basics of the English Language – Parts of Speech (6 hours)

1. Identify different parts of speech and understand their functions within the context.
2. Use parts of speech effectively in constructing meaningful sentences.
3. Analyze words that can function as different parts of speech based on the given context.

Unit 2: Grammar, Idioms & Phrasal Verbs, Common Prepositions (12 hours)

1. Demonstrate a comprehensive understanding of the present tense in both active and passive forms.
2. Apply appropriate grammar rules to construct grammatically correct sentences in the present tense.
3. Recognize and use commonly used idioms in appropriate contexts.
4. Understand and correctly use common prepositions in written and spoken English.

Unit 3: Verbal and Nonverbal Communications, Listening Skills (12 hours)

1. Develop effective verbal communication skills, including clarity, coherence, and appropriate language use.
2. Enhance nonverbal communication skills, such as body language, facial expressions, and gestures.
3. Improve listening skills to comprehend and respond appropriately in various conversational situations.

Pedagogy: The Foundation Course in English will adopt a learner-centered approach, emphasizing active student participation and engagement. The following pedagogical methods will be employed:

1. **Interactive Lectures:** Engaging lectures will be delivered to introduce concepts, clarify doubts, and provide examples. Students will be encouraged to participate through discussions and question-answer sessions.
2. **Group Activities:** Collaborative activities, such as group discussions, role-plays, and language games, will be organized to promote effective communication, critical thinking, and teamwork.
3. **Real-life Scenarios:** Authentic materials, such as audio and video clips, news articles, and real-life conversations, will be integrated into the course to expose students to English in real-world contexts and foster cultural understanding.
4. **Assessments:** Continuous assessment will be carried out through assignments, presentations, and tests, ensuring students' progress and providing timely feedback. Additionally, students will be encouraged to self-assess and reflect on their language learning journey.



COURSE CONTENT

Unit-1	Revision of the Basics of the English Language – Parts of Speech	Hours:06
	<ul style="list-style-type: none"> ○ Identification and understanding of different parts of speech (nouns, pronouns, verbs, adjectives, adverbs, prepositions, conjunctions, interjections) ○ Functions of each part of speech in sentence construction ○ Application of parts of speech in sentences to convey meaning and grammatical accuracy ○ Analysis of words that can function as different parts of speech in different contexts 	
Unit – 2	Tense, Voice, Idioms, Phrasal Verbs, and Prepositions	Hours:12
	<ul style="list-style-type: none"> ● Tense and Voice (Present Tense) <ul style="list-style-type: none"> ○ Present Tense: Usage and forms (simple present, present continuous, present perfect, present perfect continuous) ○ Active and Passive Voice in the present tense: Formation and transformation of sentences ● Commonly Used Idioms (From the given annexure) <ul style="list-style-type: none"> ○ Understanding the meaning and usage of commonly used idiomatic expressions ○ Incorporating idioms appropriately in spoken and written communication ● Common Prepositions <ul style="list-style-type: none"> ○ Comprehensive study of common prepositions and their usage in different contexts ○ Understanding prepositions of place, time, direction, and manne ○ Correct application of prepositions in sentences to convey accurate meaning 	
Unit – 3	Verbal and Nonverbal Communications; Listening Skills	Hours:12
	<ol style="list-style-type: none"> 1. Verbal Communication Skills <ul style="list-style-type: none"> ● Effective verbal communication strategies and techniques ● Articulation, pronunciation, and intonation for clear communication ● Active listening and responding skills ● Developing vocabulary and using appropriate language registers 2. Nonverbal Communication <ul style="list-style-type: none"> ● Understanding the role of body language, facial expressions, gestures, and eye contact in communication ● Interpreting and conveying emotions and attitudes nonverbally ● Cultural variations in nonverbal communication 3. Listening Skills <ul style="list-style-type: none"> ● Importance of active listening in effective communication ● Techniques for improving listening comprehension ● Identifying main ideas, details, and implicit information in spoken discourse ● Note-taking and summarizing skills during listening activities 	

Skill Development Activities: Practical Application



REFERENCES

1. Making Sense of English – MA Yaduguri
2. English Grammar and Composition – Wren and Martin
3. Spoken English: A Foundation Course – Kamlesh Sadanand and Susheela Punitha [part 1&2]
4. Communication Skills – Nageshwar Rao and Rajendra P. Das
5. Business Communication – Urmila Rai and SM Rai

Annexure (Idioms)

1. Apple of one's eye
2. Black sheep
3. Bolt from the Blue
4. Burn one's own finger
5. Burning question
6. By hook or by crook
7. (Build) Castles in the air
8. Child's play
9. Close-fisted
10. Close shave
11. Crocodile tears
12. Cry over spilt milk
13. An eye for an eye
14. A fish out of water
15. From hand to mouth
16. To have a finger in every pie
17. Herculean task
18. Hobson's choice
19. To hold one's tongue
20. In one's good book
21. (show) (in) one's true colours
22. In the nick of time
23. Jack of all trades (master none)
24. To kick up a row
25. The last straw
26. A laughing Stock
27. To let the cat out of the bag
28. A lion's share
29. A maiden speech
30. To make up one's mind
31. Nip in the bud
32. (hold out/ offer)Olive branch
33. Once in a blue moon
34. Out of the frying pan into the fire
35. To put one's best foot forward
36. To stick to the point
37. To take advantage of
38. A turning point
39. Up to the mark
40. A white lie:



Bachelor of Business Administration (B.B.A.)			Semester - I
Course Title: IT for Business - I	Course Code:		Type of Course: SEC
Credit: 02	Theory: 01 Hour	Practical: 02 Hours	Lab Hours: 30
Internal Marks: 25	External Lab Exam Marks: 25	Total Marks: 50	Lab Exam Time: --

COURSE OUTCOMES:

- Students should be able to use and navigate software applications such as Microsoft Word and Microsoft Power Point.
- Students should be able to create and edit documents using a word processing application.
- Students should be able to create and deliver effective presentations using presentation software such as Microsoft Power-point.

- Pedagogy:**
- The instructor should demonstrate how to use various software applications and tools to the students, providing step-by-step guidance.
 - Students can work on exercises that require them to use the software in realistic scenarios.
 - Should be designed to reflect practical applications in real-world scenarios.

COURSE CONTENT

Unit – 1	Working with Microsoft Word	Hours: 15
	<p>Create and Navigate Through Document</p> <ul style="list-style-type: none"> ▪ Create a blank document ▪ Create a blank document using a template ▪ Insert hyperlinks ▪ Create bookmarks ▪ Move a specific location or object in a document <p>Format a Document</p> <ul style="list-style-type: none"> ▪ Modify page setup ▪ Apply document themes ▪ Apply document style sets ▪ Insert headers and footers ▪ Insert page numbers ▪ Format page background elements ▪ Use of Bullets and Numbers ▪ Spelling and Grammar Checker <p>Insert and Format Text and Paragraphs</p> <ul style="list-style-type: none"> ▪ Find and replace text ▪ Cut, Copy and Paste text ▪ Apply font formatting ▪ Apply formatting by using format pointer ▪ Set line spacing and indentation ▪ Insert shape, graphics, Watermark <p>Create Table</p> <ul style="list-style-type: none"> ▪ Create a Table 	



	<ul style="list-style-type: none"> ▪ Convert text to tables and tables to text ▪ Create a table by specifying rows and columns ▪ Apply table styles <p>Mail Merge</p> <ul style="list-style-type: none"> ▪ Create a Mail Merge ▪ Manage recipient list ▪ Insert merge fields ▪ Preview merge result
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Unit – 2	Working with Power-point - I	Hours: 15
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	<p>Create and Navigate Through Power-point</p> <ul style="list-style-type: none"> ▪ Create a blank presentation ▪ Create a blank presentation using a template ▪ Adding, Deleting and rearranging slides <p>Create Themes and Use of Transitions, Animation</p> <ul style="list-style-type: none"> ▪ Create a theme for presentation ▪ Use specific theme for presentation ▪ Using transitions, Setting up slide timing ▪ Use of animation and apply to slide / presentation <p>Different Presentation Views</p> <ul style="list-style-type: none"> ▪ Setting up and using presenter view ▪ Use of Outline view ▪ Usage of Slide sorter and notes pages ▪ Use of slide narration ▪ Setup slide show of presentation (From Beginning and From Current slide) <p>Formatting Presentation</p> <ul style="list-style-type: none"> ▪ Use of Header-Footer ▪ Use of WordArt ▪ Adding SmartArt to presentation ▪ Inserting Tables to presentation ▪ Inserting pictures, clip-arts, shapes to presentation ▪ Insert movies or sounds to play automatically / on mouse click ▪ Insert, edit, remove a hyperlink
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Unit – 3	Working with Power-point - II
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	<p>Managing Presentations</p> <ul style="list-style-type: none"> ▪ Custom Shows <ul style="list-style-type: none"> - Create, show a named custom slide show ▪ Slide show settings <ul style="list-style-type: none"> - Copy, edit, delete a custom slide show - Apply timing to, remove timings from slide transitions - Apply settings to a slide show so that it loops continuously when played / does not loop continuously when played. - Apply settings so that slides advance manually, advance using timings if present
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| | <ul style="list-style-type: none">- Apply settings so that slide show is presented with animation, without animation<ul style="list-style-type: none">▪ Slide show control- Add, erase pen annotations during a slide show <p>Display black, white screen during a slide show. Pause, restart, end a slide show</p> |
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Skill Development Activities: Practical Application

REFERENCES

- Office 2019 All-in-One for Dummies by Peter Weverka
- Microsoft Word 2019 Step By Step – By Joan Lambert and Joyce Cox
- PowerPoint 2019 for Dummies by Doug Lowe



Bachelor of Business Administration (B.B.A.)			Semester - I
Course Title: E-commerce & Digital Solutions for Business	Course Code:	Type of Course: SEC	
Credit: 02	Theory: 1 Hour	Practical: 2 Hours	Teaching Hours: 30
Internal Marks: 25	External Lab Exam Marks: 25	Total Marks: 50	Lab Exam Time: --

COURSE OUTCOMES:
<ul style="list-style-type: none"> • To aware and understand the students about <ul style="list-style-type: none"> - Basic E-commerce concepts - Digital Marketing and its techniques. - Digital Payment and security issues involved in the business.
Pedagogy: Lectures, case studies, Seminars, field studies, etc.

COURSE CONTENT

Unit - 1	Introduction to E-Commerce	Hours: 5
	<ul style="list-style-type: none"> • Concept, meaning and features of E-commerce • History and development of e-commerce with special reference to India • Difference between traditional commerce and e-commerce • Merits and demerits of e-commerce • Types / Models of E-commerce 	
Unit – 2	Digital Marketing	Hours:10
	<ul style="list-style-type: none"> • Concept of marketing and digital - marketing • Challenges before traditional marketing • Merits and demerits of digital marketing • Various methods/techniques of digital marketing 	
Unit - 3	Digital Payments and Security Issues	Hours: 15
	Digital Payments <ul style="list-style-type: none"> • Credit/Debit Card • NEFT and RTGS • UPI • E-Wallet • Concept of Payment Banks • e-RUPI Security Issues <ul style="list-style-type: none"> • Essentials of Good Cyberspace security • Kinds of Threats and Crimes taking place on digital space • Internet Security options • Networks: Concept and Types 	

Skill Development Activities: Practical Exposure
- Paper presentation, Chart and models on E commerce topics

Audio visual learning and practices related with digital payment system.



REFERENCES

- E- Commerce and E business : - Dr.C.S. Raydu - Himalaya Publishing House
- Introduction to Banking – Vijayraghavanly Engar- Excel Publication



Bachelor of Business Administration (B.B.A.)			Semester - II	
Course Title: Human Values & Professional Ethics		Course Code:		Type of Course: Major/Core
Credit: 4	Theory: 4 Hours	Practical: Nil		Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks 100	External Exam Time: 2½ Hours	

COURSE OUTCOMES:

- Identify and analyze an ethical issue in the subject matter under investigation or in a relevant field
- Identify the multiple ethical interests at stake in a real-world situation or practice
- Articulate what makes a particular course of action ethically defensible
- Assess their own ethical values and the social context of problems

Pedagogy: Lectures, case discussions, videos and presentations

COURSE CONTENT

Unit – 1	Introduction to Business Ethics and Moral Values	Hours: 10
	Meaning, Nature of business ethics, Importance of business ethics, Factors influencing business ethics, Arguments for and against business ethics Values: Meaning, Types of values, Employer and employee’s responsibilities, Profit maximization vs. Social responsibility.	
Unit – 2	Organisational Ethics	Hours: 10
	Introduction, Ethical Corporate Behaviour, Development of Ethical Corporate Behaviour, Ethical Leadership, Ethical Decision Making, Ethical Dilemmas in Organisation.	
Unit – 3	Workplace Ethics	Hours: 15
	Introduction, Factors Influencing Ethical Behavior at Work Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment, Importance of Ethical Behavior at Workplace.	
Unit – 4	Ethical Decision Making	Hours: 15
	Meaning, Nature of ethical decision making, Process, Factors influencing ethical decision making- Individual influences, Situational influences.	
Unit – 5	Corporate Social Responsibility	Hours: 10
	Meaning of Corporate Social Responsibility, Need, Nature, Responsibility towards customers, Suppliers, Investors, government, and society as a whole.	

- Skill Development Activities:**
1. Role-playing: This activity involves creating scenarios where individuals must make ethical decisions and then act them out.
 2. Ethical debates: This activity involves discussing ethical dilemmas and debating the pros and cons of various solutions.
 3. Case studies: This activity analyses real-life ethical cases and discusses the best course of action.
 4. Reflective writing: This activity involves writing about personal ethical challenges and reflecting on how to handle them in the future.

Skill Development Activities: Practical Application



REFERENCES

- “Business Ethics”: A.C. Fernando. Person.
- Principles of Management: T Ramasamy. Himalaya Publishing House.
- “Business Laws, Ethics and Communication” Vol. I, The Institute of Chartered Accountants of India, New Delhi.
- S.K.Chakroborty :Values and Ethics in Organisation, UP
- Kitson Alan – Ethical Organisation, Palgrave
- L.T.Hosmer: The ethics of Management, Universal Book



Bachelor of Business Administration (B.B.A.)			Semester - II
Course Title: Management Principles and Practices	Course Code:		Type of Course: Major/Core
Credit: 04	Theory: 04 Hours	Practical: -Nil	Teaching Hours: 60
Internal Marks:50	External Marks: 50	Total Marks -100	External Exam Time: 2½ Hours

COURSE OUTCOMES:

- On successful completion of the course, the students will be able to ·
- Understand concepts and techniques of Leadership and Motivation.
 - Understand the process of change and change management. ·
 - Understand the emerging trends in management.
 - Explain the basic Practices useful for managers in managing Organization. ·
 - Understand the requirement of solving cases in management.

Pedagogy:
Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.

COURSE CONTENT

Unit - 1	Leadership and Motivation Techniques for Managers	Hours: 12
	<ul style="list-style-type: none"> • Leadership – styles / Techniques (Autocratic, Democratic and Free rein), qualities required for successful leaders, Trait Theory, Grid theory. • Motivation – types (Financial /Non-Financial), Maslow’s theory, McGregor’s theory and Hertzberg’s two factor theory 	
Unit – 2	Management of Change	Hours: 12
	<ul style="list-style-type: none"> • Change – Meaning, types, Importance, Process of Planned Change, • Resistance to change – meaning, causes and remedies • Change Agent – meaning, types and roles 	
Unit - 3	Management in Practice	Hours: 12
	<ul style="list-style-type: none"> • Decision Making – Concept, Process and Importance • Management By Objective – Concept, Process and Importance • Work Life balance – Concept, components, positive effects and Managerial Actions 	
Unit – 4	Recent Trends in Management	Hours: 12
	<ul style="list-style-type: none"> • Management Information System – concept, Process/ components, Importance and Limitation • Total Quality Management – Concept, Tools, Importance and Managerial Implications • Knowledge management – Meaning, merits and demerits 	
Unit – 5	Case study	Hours: 12
	<p>Concept, Types, Process to attempt case study, Importance and Limitations – class room discussion of three practical cases minimum.</p> <p>Note: -In exam Practical cases can be asked on business management concepts in the option of theory</p>	

Skill Development Activities: Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignments



REFERENCES

1. Management: Task, Responsibilities and Practices – Peter F Drucker ,
2. Modern Business Organization by S. A. Sherlekar, Himalaya Publication
3. Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale
4. Business Organization and Management By Jallo, Tata McGraw Hill
5. Industrial Organization and Management By Dr. C. B. Gupta, Sultan Chand & Co. Delhi
6. Business Organization and Management By Dr. C. B. Gupta, Sultan Chand & Co. Delhi
7. Principles and Practices of Management – L.M. Prasad, Sultan Chand & Co. Delhi



Bachelor of Business Administration (B.B.A.)			Semester - II
Course Title: Micro & Macro Economics		Course Code:	Type of Course: Minor
Credit: 04	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60 Hours
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2½ Hours

COURSE OUTCOMES:	
<ul style="list-style-type: none"> To provide basic Knowledge of principles, concept and tools of economics To provide basic knowledge of the Indian Economy. To make enable students for understanding the application of economic theories and practices To develop abilities in students for applying the principles, concepts and tools of economics 	
Pedagogy:	
<ul style="list-style-type: none"> Interactive lectures, electronic media, PowerPoint presentations, problem-solving-based learning, case study method, project-based learning, performance-related task etc. 	

COURSE CONTENT

Unit - 1	Utility Analysis & Consumer Surplus	Hours: 12
	<ul style="list-style-type: none"> Concept and Meaning of Utility Concept of Cardinal and Ordinal Utility Total and Marginal Utility Law of Diminishing Marginal Utility Law of Equi-Marginal Utility Concept of Consumer Surplus 	
Unit – 2	Theory of Demand and Supply	Hours: 12
	<p>a) Theory of Demand</p> <ul style="list-style-type: none"> Meaning of Demand & Demand Function Law of Demand. demand curve and demand schedule Determinants (factors) of Demand Exceptions/Limitations of Law of Demand <p>b) Theory of Supply</p> <ul style="list-style-type: none"> Law of Supply, supply curve Determinants (factors) of Supply 	
Unit - 3	Elasticity of Demand	Hours: 12
	<ul style="list-style-type: none"> Meaning and concept of Elasticity of Demand Types of Elasticity of Demand Types of Price Elasticity of Demand Factors affecting the price elasticity of demand Meaning and Types of Income Elasticity of Demand Meaning and Types of Cross Elasticity of Demand Measuring Methods of Price Elasticity of demand Practical Significance of Price Elasticity of Demand 	
Unit – 4	Introduction to Indian Economy	Hours: 12
	<ul style="list-style-type: none"> India as a developing economy Share of Agricultural Sector in India’s GDP & its Importance in Indian Economy 	



	<ul style="list-style-type: none">• Share of Industrial Sector in India's GDP & its Importance in Indian Economy• Share of Service Sector in India's GDP & its Importance in Indian Economy
Unit-5	Demographic Issues Hours: 12
	<ul style="list-style-type: none">• Relationship between size of population and economic development• Concepts of birth rate, death rate, life expectancy at birth and density of population.• Recent demographic trends in India• Causes of large size of the population, its effects on economic development and current population policy.
Skill Development Activities: Practical Applications of Economics in day-to-day life.	

REFERENCES

References:

- Principles of Economics by D.M. Mithani – Himalaya Publishing House.
- Micro Economics by H.L. Ahuja – S.Chand and Co.
- Micro Economics by M. John Kennedy – Himalaya Publishing House.
- Micro Economics by M.M.Verma and R.K.Agarwal – King Books.
- The Indian Economy, Environment & Policy by Ishwar C Dhingra-S. Chand & Sons
- Indian Economy by Ruddar Datt & K.P.M. Sundaram-S. Chand & Company Ltd.
- Indian Economy by V.K.Puri & S.K. Misra-Himalaya Publishing House



Bachelor of Business Administration (B.B.A.)			Semester - II
Course Title: Stock Market Practices	Course Code:		Type of Course: VAC
Credit: 2	Theory: 1 Hour	Practical: 2 Hours	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks - 50	External Exam Time: 2 Hours

COURSE OUTCOMES:

- To help the students understand the types of stock exchanges and various investment options.
- To give hands-on experience in opening and trading through demat accounts and knowledge of depository participants and brokers
- To uprise students with the various terminologies used in routine share market and share market publications.

Pedagogy: Lectures, seminars, Case studies, Role Play, field studies, etc..

COURSE CONTENT

Unit - 1	Introduction to Capital Market	Hours:5
	<ul style="list-style-type: none"> • Introduction to Different Market Platforms-Primary & Secondary Market • IPO, FPO, Bonus & Buy Back of Shares • Trading mechanism in the secondary market (Trading, Clearing and Settlement) • Types of orders - Mutual Fund Investment-SIP, ETFs - BSE, NSE • Regulation of securities market by SEBI 	
Unit – 2	Procedure of Opening De-mat Account	Hours:15
	<ul style="list-style-type: none"> • Depository Participant’s- CDSL, NSDL • Part Time Brokers, Full Time Brokers • Meaning Of De-mat Account & Trading Account • Procedure to open De-mat Account 	
Unit - 3	Basic Terminology	Hours:10
	<ul style="list-style-type: none"> • Nifty or SENSEX - Bull Market - Bear Market – Systematic Risk - Return - Delivery - Intraday - Long Buy - Short Selling - Stop Loss - Portfolio - Tick Size - Averaging - Booking Profit or Loss - Right Issue - Stock bonus - Stock Split 	

Skill Development Activities:
 Visit To nearest Banks, understand the opening of accounts, loan application, FD, Cheque clearance, RTGS, NEFT and working of ATM and online banking system, Visit the nearest stock exchange or DP Brokers office, understand about working, demat account system, stock trading, etc,

REFERENCES

- Banking Law, Theory and Practice – Sundaram and Varshney – Sultan Chand Co.,
- Banking and Financial Systems – B. Santhanam (Margham Publishers)
- Banking Law Theory and Paractice – Sherlaker & Sherlaker.
- Electronic Banking and Information Technology – IIB
- Information Technology in Indian Commercial Banks NIBM Pune – Naidu C.A.S
- Technology and Banks NIBM Pune – Revell J.R.S
- Investment Management &Portfolio Management–V.K.BHALLA, S.Chand &Co.
- Security Analysis – PREETI SINGH, Himalaya Publishing House.



Bachelor of Business Administration (B.B.A.)			Semester - II
Course Title: Health, wellness and Yoga	Course Code:	Type of Course: VAC	
Credit: 02	Theory: 1 Hour	Practical: 2 Hours	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks -50	External Practical Exam -

COURSE OUTCOMES:
<ul style="list-style-type: none"> • Understand the basic concepts, determinants and dimensions of Health and wellness. • Classify Yoga and the role of Yoga for physical and mental fitness with personality development • Practice different Yogic practices • Understand the concept of sports and fitness
Pedagogy: Lectures, Practices and Asana, Ground activities and sports

COURSE CONTENT		
Unit - 1	Sports for Fitness	Hours: 10
	Concept of sports and fitness, dimensions and determinants of Health and fitness, Nutrition's and balanced diet, Globalization and Its Impact on fitness, BMI (Body Mass Index) for all age groups.	
Unit – 2	Introduction to Yoga	Hours: 15
	Meaning, Characteristics, misconceptions, aims and objectives, needs and Importance of Yoga, origin and history of Yoga in Indian Context, Classification of Yoga –Raj Yoga (Ashtong Yoga), Hath Yoga, Sankhya Yoga, Bhakti Yoga, Mantra Yoga, Yoga and Health, Yoga for stress Management	
Unit - 3	Fitness and Wellness Programs in India	Hours: 5
	Khelo India, Fit India Movement, Traditional Sports of Gujarat viz– Hockey, Khokho, Kabaddi, Cricket and football. Sports and wellness for personality development.	

Skill Development Activities:
 Yogic Practices, Asans, Kriyas, Mudras Bandhas, Dhyana, Surya Namaskar, Contemporary Practices of Yoga, Participation in atleast one Individual Sports (among the list of IOA, AIU, SGFI), practicing General and specific warm up, Aerobics and ZUMBA workout, Practicing Cardio Respiratory Fitness, Treadmill Argo meter, Run test, 9 minutes' walk, Skipping and running.

REFERENCES
<ul style="list-style-type: none"> • Ajith “Yoga Pravesha” Rashtrontana Paruhad Bangalore • B.C. Rai Health, Education and Hygenic, Published by Prakashan Kendra, Lucknow • Puri, K Chandra, S.S.(2005) Health and physical education, New Delhi: Surjit Publication



Bachelor of Business Administration (B.B.A.)			Semester - I
Course Title: Earth & Environmental Science	Course Code:	Type of Course: VAC	
Credit: 02	Theory: 02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks 50	External Exam Time: 2 Hours

COURSE OUTCOMES:
<ul style="list-style-type: none"> To aware and understand the students about <ul style="list-style-type: none"> Basic environmental concepts Ecosystem and ecology Environment degradation and its implications Sustainable development and global warming Disaster management.
Pedagogy: Lectures, case studies, Seminars, field studies etc.

COURSE CONTENT		
Unit - 1	Unit – 1 Introduction to Environment Science	Hours: 5
	<ul style="list-style-type: none"> Concept and definition of environment and environment science Principles and Scope Environmental awareness programmes Concept of ecology and ecosystem 	
Unit – 2	Environmental Degradation and Management	Hours:10
	<ul style="list-style-type: none"> Concept and meaning of environmental degradation Causes of environmental degradation Environmental linkages Environmental concerns in India Global warming – Basic concept and Implications Sustainable development – concept and need 	
Unit - 3	Environmental Management System and Disaster Management	Hours: 15
	<ul style="list-style-type: none"> Concept, meaning and features of EMS ISO – 14001 Environmental audit Eco-friendly products and green industry Carbon credit – basic concept only Disaster Management: concept & meaning, types of disaster and need & planning with reference to various types of disasters. 	

Skill Development Activities: Save Nature Activities in various areas of society
<ul style="list-style-type: none"> Paper presentation, Chart and models on environmental topics, Role play - classroom discussion on present environmental issues, etc.

REFERENCES
<ul style="list-style-type: none"> Environment Management: - N.K. Oboroi -Excel Publication Environment Management: - G N Pandey: - Vikas Publishing house Textbook of Environment: - K M Agaraval – Macmilan Environmental Impact assessment: - L W Canter –Mc graw hill



Bachelor of Business Administration (B.B.A.)		Semester - II	
Course Title: Business Statistics	Course Code:		Type of Course: MDC
Credit: 04	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2½ Hours

COURSE OUTCOMES:

- To collect data in terms of experimental designs and statistical surveys.
- Organizing and summarizing the data.
- Analyzing the data and drawing conclusions from it
- To provide knowledge regarding the practical application of statistical tools in business

Pedagogy: Theory, Exercise

Unit - 1	LINEAR CORRELATION	Hours: 12
	<ul style="list-style-type: none"> • Meaning and Definition • Types of correlation • Methods for correlation • Scatter Diagram method • Karl Pearson's method • Spearman's Rank method • Probable Error and standard error of coefficient of correlation • coefficient of correlation Bivariate frequency distribution • Examples 	
Unit – 2	LINEAR REGRESSION:	Hours: 12
	<ul style="list-style-type: none"> • Meaning and Definition of Regression • Properties Of Regression Co-efficient • Relation Between Correlation and Regression Co-Efficient • Two Lines of Regressions • Regression Coefficients from Bivariate Frequency Distribution • Examples 	
Unit - 3	PROBABILITY	Hours: 12
	<ul style="list-style-type: none"> • Concept of probability • Mathematical and statistical definition of probability • Definition of different terms (Random Experiment, sample space, types of events, independent events etc.) • Addition Law and Multiplication Law for two events with proof • Examples 	
Unit – 4	MATHEMATICAL EXPECTATION AND BINOMINAL DISTRIBUTION	Hours: 12
	<ul style="list-style-type: none"> • Definition and meaning • Mean and variance • Properties of Mean and Variance • Characteristics • Constants • Importance of Distribution 	



	<ul style="list-style-type: none">• Examples	
Unit – 5	POISSON DISTRIBUTION	Hours: 12
	<ul style="list-style-type: none">• Characteristics• Constants• Importance of Distribution• Fitting• Examples	
Skill Development Activities: Practical Applications.		

REFERENCES

Advance Practical Statistics: S. P.Gupta.
Fundamental of Statistics: V.K. Kapoor and S.C. Gupta
Fundamental of Mathematics and Statistics: V.K. Kapoor and S.C. Gupta
Fundamental of Statistics : D .N Elhance



Bachelor of Business Administration (B.B.A.)			Semester II
Course Title: Communicative English	Course Code:		Type of Course: AEC
Credit:02	Theory:02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks:25	External Marks:25	Total Marks: 50	External Exam Time: 2 Hours

COURSE OUTCOMES:

Upon completion of this course, students will be able to:

Unit 1: Communication Fundamentals

1. Understand the meaning and significance of communication.
2. Identify and explain the elements of the communication process.
3. Differentiate between various types of communication (verbal, non-verbal, written, etc.).
4. Recognize barriers to effective communication and propose strategies to overcome them.
5. Apply techniques for improving their own communication skills.

Unit 2: Language and Grammar

1. Demonstrate a clear understanding of past tense and its usage.
2. Identify and correctly use regular and irregular verbs in the past tense.
3. Formulate grammatically correct affirmative, negative, and interrogative sentences in the past tense.
4. Differentiate between active and passive voice in the past tense.
5. Convert sentences between active and passive voice in different sentence types.
6. Identify and effectively use a variety of conjunctions in sentence construction.

Unit 3: Communication Skills in Professional Context

1. Prepare effectively for job interviews, considering verbal and non-verbal communication.
2. Demonstrate effective verbal and non-verbal communication skills during interviews.
3. Respond confidently and appropriately to common interview questions.
4. Create an impressive resume/CV that highlights relevant skills, experiences, and achievements.
5. Format and organize information in a clear and professional manner in resumes/CVs.
6. Tailor resumes/CVs to meet the requirements of specific job applications.
7. Engage in telephonic conversations professionally, handle calls, and provide information.
8. Develop interpersonal skills, active listening, and empathy in face-to-face conversations.
9. Apply effective techniques for resolving customer complaints and providing satisfactory solutions.
10. Manage difficult customers and handle challenging situations professionally.

COURSE CONTENT

Unit – 1	Communication Fundamentals	Hours:06
	Communication: Meaning, Importance, and Process Definition and significance of communication Elements of the communication process Barriers to effective communication	
Unit – 2	Language and Grammar	Hours:12
	<ol style="list-style-type: none"> 1. Grammar: Past Tense <ul style="list-style-type: none"> • Introduction to past tense and its usage • Regular and irregular verbs in the past tense • Formation of affirmative, negative, and interrogative sentences in the past tense 2. Active and Passive Voice (limited to past tense only) 	



	<ul style="list-style-type: none"> • Understanding active and passive voice • Formation of passive sentences in the past tense • Active and passive voice conversion in different sentence types <p>3. Conjunctions</p> <ul style="list-style-type: none"> • Introduction to conjunctions and their role in sentence construction • Exploring various conjunctions • Usage and placement of conjunctions in sentences
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Unit – 3	Communication Skills in Professional Context	Hours:12
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	<ol style="list-style-type: none"> 1. Interview Skills <ul style="list-style-type: none"> • Preparing for job interviews • Effective verbal and non-verbal communication in interviews • Responding to common interview questions • Techniques for showcasing skills and experiences 2. Resume and CV Writing <ul style="list-style-type: none"> • Understanding the purpose and structure of a resume/CV • Highlighting relevant skills, experiences, and achievements • Formatting and organizing information effectively • Tailoring resumes/CVs for specific job applications 3. Conversations in Various Situations <ul style="list-style-type: none"> • Telephonic Conversations: Handling phone calls professionally, taking messages, providing information, etc. • Face-to-Face Conversations: Developing interpersonal skills, active listening, empathy, etc. 4. Resolving Customer Complaints as a Call Center Representative <ul style="list-style-type: none"> • Understanding customer needs and expectations • Active listening and empathy in customer interactions • Techniques for resolving complaints and providing satisfactory solutions • Managing difficult customers and handling challenging situations
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Skill Development Activities: Practical Application

REFERENCES

1. Making Sense of English – MA Yaduguri
2. English Grammar and Composition – Wren and Martin
3. Spoken English: A Foundation Course – Kamlesh Sadanand and Susheela Punitha [part 1&2]
4. Communication Skills – Nageshwar Rao and Rajendra P. Das
5. Business Communication – Urmila Rai and SM Rai



Bachelor of Business Administration (B.B.A.)		Semester - II	
Course Title: Information Technology for Business II		Course Code:	Type of Course: SEC
Credit: 02	Theory: 1 Hour	Practical: 02 Hours	Teaching / Lab Hours: 30
Internal Marks: 25	External Lab Exam Marks: 25	Total Marks: 50	Lab Exam Time: --

COURSE OUTCOMES:

- Students should be able to navigate the Excel interface, enter data and use basic formatting tools.
- Students should be able to create, edit, and format spreadsheets using various tools, techniques, functions, charts, pivot tables, etc.

Pedagogy:

- Excel is commonly used in business and finance, so using real-world examples and case studies can help students understand the use of Excel.
- Excel is a software program that requires practice to master.
- Excel has a wide range of capabilities and functions.

COURSE CONTENT

Unit – 1	Basics of Excel	Hours: 5
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	<p>Create and navigate through Excel Workbook and Worksheet</p> <ul style="list-style-type: none"> ▪ Create Workbook ▪ Inserting Worksheet in Workbook ▪ Setup Page Layout for Excel ▪ Identifying Row, Column, Cell, Cell Address ▪ Input data and use data with Cell Address <p>Format a Worksheet</p> <ul style="list-style-type: none"> ▪ Apply formatting (font, font style, color, background, border and etc.) ▪ Set header and footer for worksheet ▪ Change background and name of worksheet title 	
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Unit – 2	Advance Excel	Hours: 15
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	<p>Working with functions</p> <ul style="list-style-type: none"> ▪ Basic Functions: <ul style="list-style-type: none"> - SUM, AVERAGE, MAX, MIN, COUNT, IF, AND, NOT, OR, ROUND, ROUNDUP, ROUNDDOWN, TODAY, NOW, CONCATENATE ▪ Data Analysis: <ul style="list-style-type: none"> - VLOOKUP, HLOOKUP, INDEX, MATCH, SUMIF, COUNTIF, AVERAGEIF, PMT, FV, PV, RAND, RANDBETWEEN - Nested VlookUp with Exact Match, - VlookUP with tables, dynamic ranges ▪ Data Validations <ul style="list-style-type: none"> - Specifying a valid range of values for a cell - Specifying a list of valid values for a cell - Specifying custom validations based on formula for a cell ▪ More Functions <ul style="list-style-type: none"> - Date and time functions - Text functions - Database functions - Power functions (countif, countifs, sumif, sumifs) ▪ Conditional Formatting – Formatting of Cells based on specific conditions 	
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	<ul style="list-style-type: none"> ▪ Sorting and Filtering Data <ul style="list-style-type: none"> - Sorting Tables - Using Multiple-level sorting - Using custom sorting - Filtering data for selected view (AutoFilter) - Using advanced filter options
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Unit – 3	Use of Chart, PivotTable and Data Sorting. Filtering and protecting	Hours: 10
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	<p>Use of Chart</p> <ul style="list-style-type: none"> ▪ Create Chart ▪ Types of Chart (Column, Line, Pie, Bar) ▪ Formatting Charts ▪ Using 3D Graphs ▪ Using Bar and Line Chart together ▪ Using Secondary Axis in Graphs ▪ Sharing Charts with Power Point / MS Word, Dynamically <p>Create PivotTable for data analysis</p> <ul style="list-style-type: none"> ▪ Formatting and customizing Pivot tables ▪ Using advanced options of Pivot tables ▪ Pivot Charts ▪ Consolidating data from multiple sheets and files using Pivot tables ▪ Using external data sources ▪ Using data consolidation feature to consolidate data ▪ Show Value As (% of Row, % of Column, Running Total, Compare with Specific Field) ▪ Viewing subtotal under Pivot <p>Whatif Analysis</p> <ul style="list-style-type: none"> ▪ Goal Seek ▪ Data Tables ▪ Scenario Manager <p>Protecting Workbook Protecting Sheet with all options</p>
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Skill Development Activities: Practical Application

REFERENCES

- Microsoft Excel 2019 Formulas and Functions (Business Skills), Microsoft Press Publications – By Paul McFedries
- Microsoft Excel 2019 Bible, the Comprehensive Tutorial Resource, Wiley Publishers – By Richard Kusleika

LIST OF EXERCISES:

- Use of Excel for making simple table creation like time-table, employee salary sheet, student marksheet etc.
- Data Sorting and Filtering
- Creating different types of charts for selected data
- Advance Conditional Formatting
- Advance data validation
- Use of functions



- Pivot table dash board using time line
- What-if analysis
- Preparation of employee pay roll
- Tax Calculation
- Preparation of PGVCL Bill Generation Sheet



Bachelor of Business Administration (B.B.A.)			Semester - II
Course Title: Artificial Intelligence for Business	Course Code:		Course Title: SEC
Credit:02	Theory: 1 Hour	Practical: 02 Hours	Teaching / Lab Hours: 30
Internal Marks: 25	External Lab Exam Marks: 25	Total Marks: 50	Lab Exam Time: --

COURSE OUTCOMES:

- Understand the fundamental concepts of AI and its applications in the business context.
- Learn how to identify business problems that can be addressed using AI techniques.
- Learn how to design and implement AI solutions for business problems.

Pedagogy:

- Lectures can provide a foundation for understanding the basic concepts and principles of AI for business.
- Group discussion can provide an opportunity for students to share their insights and perspectives on AI and its implications for business.

COURSE CONTENT

Unit – 1	Intro to AI and its applications in Business Management	Hours: 10
	<ul style="list-style-type: none"> ▪ Definition of AI and its applications in Business Management ▪ Types of AI: Supervised, Unsupervised, and Reinforcement Learning ▪ AI Ethics and Bias ▪ Business use cases of AI 	
Unit – 2	Business Applications of AI	Hours: 10
	<ul style="list-style-type: none"> ▪ AI for Customer Service ▪ AI for Marketing and Advertising ▪ AI for Operations and Management ▪ AI for Financial Services ▪ AI for Healthcare ▪ Use case analysis 	
Unit – 3	Future of AI and Business Management	Hours: 10
	<ul style="list-style-type: none"> ▪ Emerging trends in AI for Business Management ▪ Ethics, Governance and Regulation of AI ▪ Opportunities and Challenges of AI for Business Management 	

Skill Development Activities: Practical Application

REFERENCES

- Artificial Intelligence for Business by Niraj Kumar
- Artificial Intelligence Strategy for Business – By Niraj Kumar



Bachelor of Business Administration (B.B.A.)		Semester - II	
Course Title: Stress Management	Course Code:		Type of Course: SEC
Credit: 02	Theory: 02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks: 25	External Exam Time: 2 Hours

COURSE OUTCOMES:

- To understand the nature and causes of stress in organizations
- To familiarize the learners with the stress prevention mechanism
- To understand the strategies that help cope with stress
- To be able to apply stress management principles to achieve high levels of performance
- To enable learners to adopt effective strategies, plans and techniques to deal with

Pedagogy: Theory, Exercise

UNIT WISE SYLLABUS:

Unit - 1	Understanding Stress	Hours:10
	<ul style="list-style-type: none"> • Stress- Concept, Features, types of stress • Relation between Stressors and Stress • Potential Sources of stress- Individual, Organisational, Environmental • Consequences of stress-Physiological, Psychological and Behavioural Symptoms • Stress at the workplace- Meaning and Reasons • Impact of stress on performance • Burnout- Concept, Stress v/s Burnout 	
Unit - 2	Managing Stress	Hours:10
	<ul style="list-style-type: none"> • Pre- requisites of stress-free life • Anxiety- Meaning, Mechanisms to cope up with anxiety • Relaxation- Concept and techniques • Time Management - Meaning, Importance and approaches • Stress Management - Concept and beliefs • Managing stress at individual level • Stress Management Techniques- Organisational Level 	
Unit - 3	Stress Management Leading to Success	Hours:10
	<ul style="list-style-type: none"> • Eustress- Concept, factors affecting Eustress • Stress Management Therapy - Concept and benefits • Stress Counselling - concept and importance • Stress and New Technology • Assessment of stress- Tools and Techniques • Future of stress Management 	

Skill Development Activities: Stress Removal Exercise



REFERENCES

- Stress management by Susan R. Gregson
- Stress Management by Heena T. Bhagtani, Himalaya Publishing House, Mumbai
- Stress management: Leading to Success by B Hiriyappa
- Strategic Stress Management: An Organizational Approach by V. Sutherland, C. Cooper
- Stress Management: An Integrated Approach to Therapy by Dorothy H.G. Cotton
- Stress Management by A. K. Rai
- Organizational Stress Management: A Strategic Approach by A. Weinberg, V. Sutherland, C. Cooper
- Stress Management by Dr. Nivedita