

Sant Gadge Baba Amravati University Amravati
Scheme of teaching, learning & Examination leading to the Degree Bachelor of Business Administration (Three Years -Six Semesters Degree Course- C.B.C.S)
(B. B. A Part-I)Semester- I

Sr. No	Subjects	Subject Code	Teaching & Learning Scheme							Duration of Exams Hrs.	Examination & Evaluation Scheme							
			Teaching Period Per week				Credits				Maximum Marks						Minimum Passing	
										Theory/ Tutorial	Practical	Total		Theory + M.C.Q External	Skill Enhancement Module Internal	Practical		Total Marks
			L	T	P	Total	Internal	External										
1	Business Communication in English (AEC)	BBA 101	-	2	-	02	01	-	01	-	-	-	25	-	25	10	p	
2	Principles of Economics (DSC)	BBA 102	05	-	-	05	04	-	04	03	60+20	20	-	-	100	40	p	
3	Principles of Business Management & Creativity, Innovation (DSC)	BBA 103	05	-	-	05	04	-	04	03	60+20	20	-	-	100	40	p	
4	Basic of Accounting (DSC)	BBA 104	05	-	-	05	04	-	04	03	60+20	20	-	-	100	40	p	
5	Business Mathematics & Statistics (DSC)	BBA 105	05	-	-	05	04	-	04	03	60+20	20	-	-	100	40	p	
8	Fundamental of Computer I (DSC)	BBA 106	03	-	-	03	03	-	03	06	40+20	--	-	-	60	24	P	
9	Fundamental of Computer I (DSC)(Practical)	BBA 106	-	-	1	01	-	01	01	-	-	-	40	-	40	16	P	
10	Generic Open Elective Course (GEOC)	BBA 107	02	-	-	02	02	-	02	College Level Evaluation					50	20	P	
11	Induction Programme	30 Hrs (one Week) at the beginning semester one only							01									
	Total					28			24						575			

L: Lecture, T: Tutorial, P: Practical

Sant Gadge Baba Amravati University Amravati
Scheme of teaching, learning & Examination leading to the Degree Bachelor of Business Administration (Three Years ... Six Semesters Degree Course- C.B.C.S)
(B.B.A Part-I) Semester-II

Sr. No	Subjects	Subject Code	Teaching & Learning Scheme							Duration of Exams Hrs.	Examination & Evaluation Scheme						
			Teaching Period Per week				Credits					Maximum Marks					Minimum Passing
										Theory/ Tutorial		Practical	Total	Theory + M.C.Q External	Skill Enhancement Module Internal	Practical	
			L	T	P	Total	Internal	External									
1	Business Communication Skill in English (AEC)	BBA 201	-	2	-	02	01	-	01	-	-	--	25			-	25
2	Business Environment (DSC)	BBA 202	05	-	-	05	04	-	04	03	60+20	20	-	-	100	40	p
3	Business Law (DSC)	BBA 203	05	-	-	05	04	-	04	03	60+20	20	-	-	100	40	p
4	Fundamental of Accounting (DSC)	BBA 204	05	-	-	05	04	-	04	03	60+20	20	---	----	100	40	p
5	Financial Services (DSC)	BBA 205	04	-	-	04	03	-	03	03	60+20	20	--	--	100	40	p
6	Fundamental of Computer II (DSC)	BBA 206	03	-	-	03	03	-	03	03	40+20	-	-	-	60	24	p
7	Fundamental Computer II (DSC)(Practical)	BBA 206	-	-	1	01	--	--	01	--	--	--	40	--	40	16	p
8	Generic Open Elective II-(GOEC)	BBA 207	2	-	-	2	2	--	2	College Level Evaluation					50	20	p
	Total		27						22						575		

L: Lecture, T: Tutorial, P: Practical

Sant Gadge Baba Amravati University

Part A

Faculty : **Commerce & Management**

Programme : **Bachelor of Business Administration**

Programme Objectives :-

- To impart the basic knowledge of Economics.
- To impart basic knowledge of Accountancy & Statistics.
- To impart knowledge of creating a cash book and ledger books.
- To impart the basic knowledge of management, planning, organizing, directing and controlling
- To impart the basic knowledge of application of computers and its development.
- To impart the knowledge of business sectors, firms, e-commerce, cashless transaction
- To impart the knowledge of local and global enterprises and trade.
- To develop presentation skills and ability of goal setting.
- To bring about the holistic development of the students.
- To develop ethics of life.
- To inculcate Environmental awareness.
- To impart the fundamental knowledge of Computer.

Programme Outcomes :-

The students would be able to

- Attain requisite skills and knowledge after the completion of the programme.
- Achieve the basic knowledge of Economics.
- Assimilate basic knowledge of Accountancy & Statistics.
- Efficiency in reading and writing skill.
- Achieve requisite skills and knowledge of preparing cashbook, ledger books and balancesheet of company.
- Become knowledgeable about marketing.
- Create a self employment.
- Assimilate ethics of life.
- Achieve Environmental awareness.
- Attain fundamental knowledge of Computer.

Employability Potential of the Programme

Choosing a perfect career is the toughest decision that any person has to make in life. After completion of BBA, candidates have a versatile choice in career. One of the best options is that students can pursue MBA, M.Com and similar masters programs, which in return boost their chances of potential success. Other options which are open after the completion of BBA are discussed below

Entrepreneurship-

Once the candidate has completed the graduation, he/she can utilize the learned skills and become his own boss. The curriculum gives knowledge related to finance, accounts, management and some legal aspects also.

Banking-

There are many private banks which offer some attractive vacancies to the BBA graduates after completion of their course. These jobs add on to their skills and experience. Both the public as well as the private sector banks offer many job opportunities to the BBA graduates, such as -

- bank officers
- financial administrators
- financial advisors
- junior managers
- bank assistants
- PO exams, etc.

Financial Planning-

BBA graduates are expected to acquire the skill of financial planning. Those who choose to be financial planners help individual clients with their funds, and savings along with various investment issues for achieving their personal goals. Students who are planning to make career in the financial planning sector, can try for the following programs like:

- CA- Chartered Accountant
- CFA - Chartered Financial Analyst
- CFP - Certified Financial Planner

CS - Company Secretary

These are renowned certification courses in finance which help the BBA students to be helpful in the financial matters of their individual clients.

Intern at a reputed company -

Many companies offer a variety of internships to the BBA students so that they can gain the required experience and skills at the beginning of their career. students should be clear with which skills they want to acquire and enhance, what is the deadline and how they can update their resume.

Higher education -

On the completion of the BBA degree program, the candidates can pursue MBA, M.Com or other similar masters degree program. Candidates can also pursue LL.B., diploma in taxation, post graduate diploma in marketing management, post graduate diploma in HR or Finance or such similar courses.

Acquire skills through certification programs -

Candidates can acquire various skills through special certification programs, such as Digital marketing, Business analytics,

Project Management professionals, MS office etc.

In the course of education also the candidates can acquire various skills such as communications skills, letter writing skills, drafting skills, marketing skills, management skills, leadership skills, financial management skills, interpersonal skills, discipline, punctuality, coordination, organisation, planning, group play and other legal and accounting skills. all these skills will not only enhance their chances of employability but also their capabilities to be self-employed.

Part B

Syllabus prescribed for 1st Year Under Graduate Programme

Programme :Bachelor of Business Administration

Semester I

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-101	Business Communication in English I (AEC)	30

Course Outcome:

1. Student will get to know about the principles of effective communication
2. They will get information about type of communication and barriers to communication
3. Student will learn about drafting of business letter
4. Student will learn about interdepartmental communication
5. Student will get to learn about drafting different business letter such as sales letter, purchase letter
6. Student will be able to draft a report.

Unit	Topic	No. of Periods
I	Introduction to Business Communication 1.1 Meaning, Definition, objectives and 1.2 Importance of Business Communication 1.3 Principle of Effective Communication in Business Essentials and 7cs, of Effective Communication in Business	06
II	Business Communication 2.1 Process of Communication 2.2 Types of Communication (Verbal and Non Verbal Communication) 2.3 Dimensions of Communication (Upward, Downward, Lateral, Crosswise) 2.4 Barriers to Communication	06
III	Business Correspondence 3.1 Meaning, Objectives and Importance of Business Correspondence 3.2 Layout of Business Letter 3.3 Do's and Don'ts of Business Letter 3.4 Inter departmental Communication Memo, Notice, Order, Circular	06
IV	Business Letters 4.1 Types of Business Letters. 4.2 Enquiry Letters, Quotation Letters, Placing Orders, Inviting Tenders, Credit and Status Enquiry letters 4.3 Sales Letter 4.4 Complaint Letters and Circular Letters.	06
V	Report Writing 5.1 Meaning, Objective of report writing 5.2 Essentials elements of report writing 5.3 Types of reports 5.4 Drafting a Report	06

BOOKS RECOMMENDED :

- Raman S. & Swami R. Business Communications, Professional Publications Madras
- R.C. Sharma & Krishan Mohan, Business Correspondence & Report Writing. Tata McGraw Hill Delhi.

- Nandanwar K.P. Ninawe A.S. & Nandanwar S.P. Essential of Business Communication, Prashant Publication, Jalgaon.
- Kaul, Business Communication, Prentice Hall, New Delhi.
- Mallika Nawal, Cengage Learning
- Murphy & Peck, Effective Business Communications, Tata McGraw Hill, New Delhi.

Part B

Syllabus prescribed for 1st Year Under Graduate Programme

Programme : Bachelor of Business Administration

Semester I

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-102	Principles of Business Economics	75

Course Outcomes

1. Application of Micro & Macroeconomic Concepts
2. Application of Utility & Indifference Curve Analysis
3. Application of Demand Pattern
4. Application of Supply and Production Pattern
5. Application of Cost & Revenue Pattern

Unit	Content	No. of Periods
I	Basic Concepts: 1.1 Definition of Economics: Adam Smith, Marshall 1.2 Definition of Economics: Robbins, J.K. Mehta 1.3 Economic Laws: Nature, Characteristics, Limitation & Importance. 1.4 Micro Economics-Meaning, Scope, Merits & Demerits, Importance. 1.5 Macro Economics-Meaning, Scope, Merits & Demerits, Importance.	13
II	Utility Analysis: 2.1 Meaning and Definition. 2.2 Marginal Diminishing Utility Theory. 2.3 Equi Marginal Utility Theory. 2.4 Indifference Curve: Meaning, Definition & Rate of Marginal Substitute. (MRS) 2.5 Characteristics of Indifference Curve.	13
III	Demand Analysis: 3.1 Demand: Meaning, Definition, Change in Demand. 3.2 Law of Demand & its Exceptions. 3.3 Concept and Types of Elasticity of Demand 3.4 Measurements of Elasticity of Demand 3.5 Determinants and Importance of Elasticity of Demand	13
IV	Supply Analysis & Production Function: 4.1 Supply: Meaning, Definition, Change in Supply. 4.2 Law of Supply & its Exceptions 4.3 Law of Variable Proportion. 4.4 ISO quants: Concept & Characteristics. 4.5 Internal & External Economies & Diseconomies.	12
V	COST AND REVENUE: 5.1 Meaning & Types of Cost. 5.2 Short run Cost Curve. 5.3 Long run Cost Curve. 5.4 Meaning & Types of revenue. 5.5 Total, Average & Marginal Revenue Curve.	12
VI	Skill Enhancement Module Application of Utility, Demand, Supply, Production, Cost and Revenue Patterns in Retail and Wholesale Market. For examples: APMC, Vegetable Markets, Flower Market	12

BOOKS RECOMMENDED :

- 1) Ahuja H.L.: Business Economics : S. Chand & Co. New Delhi.
- 2) Business Economics : Dr. G.N. Zamare Pimplapure & Co. publisher, Nagpur
- 3) K.P.M. Sundharam : Micro Economics ó S. Chand and Sons. E.N. Sundharam.
- 4) M. L. Jhingam : Micro Economics Theory, Konark Publishers, Delhi
- 5) Misra Puri : Economics of Growth and Development ó Himalaya, Bombay
- 6) Business Economics : Dr. Sudhir Bodhankar, Dr. Medha Kanetkar, Shri. Sainath Prakashan, Nagpur

Part B

Syllabus prescribed for 1st Year Under Graduate Programme

Programme : Bachelor of Business Administration

Semester I

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
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BBA-103	Principles of Business Management & Creativity Innovation	75
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Course outcomes :

Principle of Business Management (creativity and Innovation)

Management Concept: - To develop the knowledge of Branch accounting

Planning: - To know the Concept of Planning and its implementation in management

Organizing: - To analyze the concept of organizing and its significant in management

Directing: - To familiarize the concept of Directing and importance of motivation in management

Controlling: - To develop the various techniques and tool of Controlling

Unit	Content	No. of Periods
I	<u>Business Management</u> 1.1 Business :- Meaning, Nature 1.2 Business Management :- Concept, Meaning, Nature and Steps of Management Process 1.3 Principles of Business Management by Henry Fayol, Elton Mayo 1.4 Principles of Scientific Management by F.Wtaylor	13
II	<u>Planning and Organizing</u> 2.1 Planning: - Meaning, Nature and Importance 2.2 Types of procedure of planning 2.3 organization: - Meaning Nature and Scopes 2.4 Organizational Structure and Types of Organization	13
III	<u>Directing and Controlling</u> 3.1 Direction: - meaning, Nature, Scope and Importance 3.2 Principles of Direction and Forms of Direction 3.3 Controlling: - Concept, meaning, nature and role 3.4 Process and technique of controlling	13
IV	<u>Idea</u> 4.1 Idea: - Concept, Meaning and Nature 4.2 Idea Evaluation, Generalization and Execution, Brainstorming 4.3 Identification of critical issues and its solutions 4.4 Incubation: - Concept, Meaning, Nature and Importance	12
V	<u>Creativity and Innovation</u> 5.1 Creativity: - Meaning, Definition, Creative Environment 5.2 Creativity in Teams and Managing Creative Employees 5.3 Innovation: - Meaning, Definition and Importance 5.4 Climate for Innovation in Enterprise and Competitive Advantage of Innovation	12
VI	<u>Skill enhancement Module</u> 1. Generate a business idea using Mind-Mapping technique. 2. Generate an idea for social awareness of cleanliness using Brain-Storming technique. 3. Generate an idea for innovation using Attribute Listing Techniques. 4. Generate a idea for Pollution Control by using story boarding technique. 5. The employees in your organization have lost their creativity, how will you develop creativity in him. 6. Guide your friend who is need of funds for innovation. 7. You plan to initiate a change in your organization, what measures will encourage change in organization. 8. Prepare the proposal for incubation support. 9. Guide your friend and encourage him for "Make in India" with his new business idea. 10. Prepare a plan to communicate the innovation initiated by your organization, to the general public. 11. These modules will enhance creativity skills of the students. The students will learn various idea generation techniques and how to overcome the challenges. 12. Build your team for skill enhancement programme for students of your department 13. Establish grievance redressal committee and resolve issues of students 14. Prepare write up for controlling measures adopted by your principles for administrative examination and student affair.	12

BOOKS RECOMMENDED

1. **The act of Creation** by Arthur Koestler
2. **Creativity in Product Innovation** by Jacob Goldenberg and David Mazursky
3. **Creative Cognition : Theory, Research and Applications** by Ronald A. Finke, Thomas B. Ward and Steven M. Smith
4. **The Creative Mind: Myths and Mechanisms** by Margaret A. Boden
5. **Mastering the Dynamics of Innovation** by James M. Utterback
6. **Think : Before it's Too Late** by Edward de Bono
7. **The Progress Principle : Using Small Wins to Ignite Joy, Engagement and Creatiity at Work**, Teresa Amabile and Steven Kramer
8. **The Progress Principle : Using Small Wins to Ignite Joy, Engagement and Creativity at Work Handover July 10, 2011**, Teresa Amabile, Steven Kramer

Part B
Syllabus prescribed for 1st Year Under Graduate Programme
Programme : Bachelor of Business Administration **Semester I**

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-104	Basic Accounting	75

Course Outcomes :-

- 1) To know the meaning, Nature, Function and usefulness of Accounting
- 2) To understand the concept of various steps of Accounting
- 3) Journal entries, Ledger posting, Trial balance
- 4) To learn how to prepare Final Accounts of sole traders with adjustments
- 5) To understand the concept of joint venture
- 6) To know the different method of depreciation.
- 7) To develop the concept of bill of exchange
- 8) To know the different methods of depreciation.

Unit	Content	No. of Periods
I	1.1 Introduction of accounting, meaning,nature,function and usefulness,accounting concepts and convention,double entry accounting system. 1.2 Journal entries, ledger, trial balance 1.3 Subsidiary Books Single column/simple cash bookPurchases book, purchases Return Book, Sales Book, Sales Return Book 1.4 Rectification or errorRectification entries and suspense account	13
II	Final Accounts of sole Traders. Trading Account, Profit & Loss account. Balance Sheet with adjustment	13
III	Bill of exchange	13
IV	Accounts of Joint Venture	12
V	Depreciation : Accounting Concept of Depreciation, Different method of Depreciation Problem on <ol style="list-style-type: none"> 1) Straight line method 2) Reducing Balance method 3) Annuity method 	12
VI	Skill Enhancement Module a) A comparative study of Conventional and modern system of accounting b) A study of various policies of company as AS-2, AS6 & AS10 from Annual Report c) Analytical study of all assets of documents in your familyø d) Visit to any proprietary concern and preparation of journal of 8 days with the help of business transactions e) A visit to factory or workshop and a study of various methods adopted for calculation of depreciation f) Preparation of report on various treatment of bill of exchange (Trade bill) g) Collection of all types of documents use in the bank and office. h) A record of different imaginary transaction for 10 days of a new business with capital Rs. 100000 like stationary shop/ medical store/ vegetable stall/ any business. i) Final account with the help of journal/ subsidiary books of sole trading concern j) Journalizing of household transactions for a month.	12

Reference Books :

- 1) J.R.Botliboi : Advanced Accountancy
- 2) R.R.Gupta : Advanced Accountancy
- 3) Shukla and Grewal : Advanced Accountancy
- 4) A.N.Agrawal : Higher Science of Accounting
- 5) R.L.Gupta, V.K.Gupta : Advanced Accounting

Part B
Syllabus prescribed for 1st Year Under Graduate Programme
Programme : Bachelor of Business Administration **Semester I**

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-105	Business Mathematics & Statistics	75

Course Outcomes:-

- 1) To Know the basic concept of Mathematics
- 2) To know the concept statistics
- 3) To understand the various concept of index number .
- 4) To know the basic concept of central tendency of measure
- 5) To know the basic concept of dispersion and skewness with index number
- 6) To know the concept of correlation analysis with it s simple method

Unit	Content	No. of Periods
I	1.1 HCF & LCM on two or more integers	13

	1.2 Ratio and proportion, direct and inverse proportion 1.3 Mathematics of finance : Simple interest, compound interest	
II	1.1 Index Number, Construction of Index Number 1.2 Definitions of Statistics, Nature and limitations of Statistics, Collection, Classification, Tabulation and presentation of data	13
III	Analysis of Universal Data : Construction of a frequency of distribution, measure of central tendency, mean, mode, median	13
IV	Co-efficient of correlation, Karl Pearsons Formula, Calculation of Co-efficient of correlation in Grouping method and simple method. Probable error.	12
V	Measures of Dispersions and Skewness	12
VI	Skill Enhancement Module 1. Prepare to comparative statement of interest rate simple interest and compound interest of Three different Bank of your area. 2. Collect the information of prices of Wheat, Jwari, Rice, Pulses and prepare the Price index number comparing with the base year. 3. Prepare the statement of different rates of Diesel and Petrol of previous Three years. 4. Calculate the mean of Marks of total Students of your class. 5. Calculate the lower the quartile and upper quartile of the Fifty students of your class. 6. Collect the data of the marks of fifty students of your class and arrange it in the tabular format and give frequency and cumulative frequency of the collected data. 7. Collect the data of Tens students of your class and find out Karl Pearson's coefficient of correlation between height in cm. and weight in Kg. 8. Calculate the coefficient of standard deviation of the marks of Forty students of your class. 9. Collect the data of Tens students of your class and find out Karl Pearson's coefficients of correlation between marks in Accounts and marks in Statistics. 10. Visit to local statistical departments and write report on it.	12

Reference Books:

- 1) D.N.Elhance : Fundamental of Statistics
- 2) B.M.Asthana : Applied Statistics in India
- 3) S.S.Shrivastav : introduction to Statistics
- 4) S.P.Gupta : Statistical Methods

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Part B

Syllabus prescribed for 1st Year Under Graduate Programme

Programme : Bachelor of Business Administration

Semester I

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-106	Fundamental of Computer I	45

Course Outcomes :

- 1) Students will get information about evolution of computer & its development
- 2) Students will know about different elements of computer system
- 3) Student will be aware about different types of memory
- 4) Student will get to know about different input devices and output devices
- 5) Students will learn to prepare a text document with complete formatting.

Unit	Content	No. of Periods
I	Basics of Computer: 1.1 Definition & Evolution, 1.2 Features & Scope, 1.3 Generations of Computer, 1.4 Basic Applications of Computer.	09
II	Computer Organization: 2.1 Block Diagram of Computer, Input Unit, Output Unit. 2.2 CPU Memory Unit, Arithmetic Logic Unit, Control Unit. 2.3 Visual Display Unit : Concept and Functions of VDU 2.4 Computer Software: Concept of Software and Hardware, Types of Software System Software, Application Software, and Firmware	09
III	Devices: 3.1 Input Devices: Keyboard, MICR, OCR, Bar Coding, Mouse. 3.2 Output Devices: Printers, Types of Printers: Dot Matrix Printer, Laser Printer, and Inkjet Printer. Monitor: CRT, LCD, LED. 3.3 Primary Memory: Concept, Types: RAM, SRAM, DRAM. Read-Only Memory: PROM, EPROM, EEPROM. 3.4 Secondary Memory: Concept, Types: Hard Disk, Optical Disk, Pen Drive,	09

	MemoryCard, Data Card, Blue Ray Disc.	
IV	Word Processing: 4.1Concept of Word processing, 4.2MS-Word (2007) Screen Components, 4.3Working with Ribbon, Creating, Opening Documents, 4.4 Saving and Printing a Document	09
V	Word Processing Working with Text [MS-WORD 2007]: 5.1 Text Creation and Editing, Spell Check, Table Creation 5.2 Formatting Document: Paragraph Format, Aligning Text and Paragraph, Line Spacing, Bullets and Numbering, Border and Shading, Header & Footer, Multiple Columns, Change Case, Subscript, Superscript, 5.3 Procedure and Applications Mail-Merge	09

Refrences :

1. Fundamentals of Computers ó V. Rajaram (PHI)
2. Computer Fundamentals -- B-Ram (WE)
3. MS-Office
4. Computer Fundamentals and Operating System ó SupriyaBhagade
5. Introduction to IBMPC & Application - Taxali

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-106	Fundamental Computer I (Practical)	15

- Practical Course Outcomes :**
- Upon complition of the course students will be able to :
- 1) Student will get familiar with all the component and devices of computer.
 - 2) Student will learn all Screen element of Microsoft Word
 - 3) Students will be able to work on MS- WORD and create various documents. Also they will be able to save and print documents
 - 4) Students will learn various formatting tools, alignment setting, line spacing, change case etc in formatting documents

- List of Practical:**
1. Creating page of Different generations of Computer
 2. Add recipient and attach letter to Mail Merge
 3. Creation of Timetable
 4. Writing Letter
 5. Report writing
 6. Give Aligning to Text and Line Spacing in paragraph

Division of Marks for Practical’s	
Record Preparation	10 Marks
Practical Performance	10 Marks
Viva-Voce	10 Marks
Description	10 Marks
Practical Total	40 Marks

Part B

Syllabus prescribed for 1st Year Under Graduate Programme

Programme : Bachelor of Business Administration

Semester II

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-201	Business Communication in English II (AEC)	30

Course Outcome :

1. Student will able to communicate and give oral presentation
2. It will help the student to participate in GDPI rounds
3. Student will learn about drafting of different business letters.
4. Student will be able to draft official letter, application and resume.
5. Soft skill and grooming manners of student will be developed.
6. Student will get information about different technologies in communication

Unit	Content	No. of Periods
I	Effective Communication 1.1 Verbal and Oral Communication 1.2 Principles of effective Oral Communication 1.3 Dos and Don'ts of Oral Communication 1.4 Oral Presentation	06
II	GDPI 2.1 Group Discussion 2.2 Meaning and Types of Interview 2.3 Preparations for Interview 2.4 Personal Interview	06
III	Employment Related Correspondence 3.1 Importance, Structure & Drafting the Application Letter 3.2 Preparing the Resume 3.3 Letter of Appointment 3.4 Resignation & Job Refusal Letter 3.5 Job Acceptance/Consent Letter	06
IV	Soft Skills 4.1 Meaning and Elements of Soft Skills. 4.2 Importance of Soft Skills 4.3 Grooming Manners and Etiquettes 4.4 Interpersonal Skills	06
V	Modern Technology in Business Communication 5.1 Role of Information Technology in Business Communication 5.2 Advantages and Disadvantages 5.3 Word Processor, Internet, E-mail, Fax Video Conferencing, Teleconferencing 5.4 Overhead Projector, LCD	06

BOOKS RECOMMENDED :

- Raman S. & Swami R. Business Communications, Professional Publications Madras
- R.C. Sharma & Krishan Mohan, Business Correspondence & Report Writing. Tata McGraw Hill Delhi.
- Nandanwar K.P. Ninawe A.S. & Nandanwar S.P. Essential of Business Communication, Prashant Publication, Jalgaon.
- Kaul, Business Communication, Prentice Hall, New Delhi.
- Mallika Nawal, Cengage Learning
- Murphy & Peck, Effective Business Communications, Tata McGraw Hill, New Delhi.

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Part B

Syllabus prescribed for 1st Year Under Graduate Programme

Programme : Bachelor of Business Administration

Semester II

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-202	Business Environment	75

Course Outcomes

1. Application of Business Environment to Local Business and Industrial Units
2. Application of GDP/GNP Concepts to categorization of economies of various countries
3. Application of LPG and FDI concepts to various sectors of Indian Economy and economies of other countries.
4. Application of foreign trade and its policy to various sectors of Indian economy.
5. Impact of WTO & IMF on various sectors of Indian Economy.

Unit	Content	No. of Periods
I	INTRODUCTION	13

	1.1: Concept, Nature and Scope of Business. 1.2: Business Environment: Meaning, Concept&Nature, 1.3: Business Environment: Scope and Importance. 1.4: Internal Components of Business Environment 1.5: External Components of Business Environemnt	
II	INDIAN BUSINESS ENVIRONMENT 2.1: National Income: Meaning, Equality & Inequality 2.2: National Income: GDP, GNP, NDP, NNP& Per Capita Income 2.3: Consumption and Propensity to Consume. 2.4: Saving, Investment and their propensity. 2.5: Parallel Economy: Meaning, Causes,effects.	13
III	TRENDS IN INDIAN ECONOMY 3.1: LPG: Meaning and its impact on Indian Economy. 3.2: FDI: Meaning and its impact on Indian Economy. 3.3: Role of finance in business 3.4: Make in India & Start-ups 3.5: Entrepreneurship and Skill Development	13
IV	FOREIGN TRADE: 4.1 Foreign Trade: Concept & Features 4.2 Foreign Trade & Economic Growth 4.3 Balance of Trade & Balance of Payment 4.4 EXIM Policy 4.5 Trends in foreign trade of India	12
V	FINANCIAL INSITITUTIONS 5.1 WTO: Introduction, Functions & Significance 5.2 IMF: Introduction, Functions & Significance 5.3 MNCs: Definition, Merits & Demerits, 5.4 Role of MNCs in Indian Economy 5.5 Foreign Collaboration Meaning, Concept & Forms	12
VI	Skill Enhancement Module Application of Business Environment Dynamics on Agriculture, Industry & Service Sectors of Indian Economy	12

BOOKS RECOMMENDED :

- 1) The International Business Environment : Sundaran & Black, Prentice Hall, New Delhi
- 2) Indian Economy : Agrawal A.N. ó Vikas Publishing House, New Delhi
- 3) Environment of Econommics: Hedgelan-Mcmilan, Hampshire
- 4) International Business; Bhalla V.K. & Shivaramu, New Delhi
- 5) Indian Economy : Dulf R.K. Sundarama, S. Chand, Delhi
- 6) Global Business Management; Macmilan, New Delhi
- 7) Environment of Economics; Oxford University Press, New Delhi
- 8) Indian Economy; Mishra S.K. & Puri V.K., Himalaya Publishing House, New Delhi
- 9) व्यवसाय पर्यावरण Ó डॉ. आत्माराम पळवनीरकर
- 10) भारतीय नियोजन आणि आर्थिक विकास Ó डॉ. श्री.आ. देशपांडे, विद्या प्रकाशन, नागपुर

Part B

Syllabus prescribed for 1st Year Under Graduate Programme

Programme : Bachelor of Business Administration

Semester II

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-203	Business Law	75

Course Outcomes:

After complition of this course student will be able to-

1. Acquire basic concepts of law related to contract, its Essentials enforceability and remedies in case of breach.
2. Understand Sale, distinguish between sale and agreement to sale, understand implied conditions and warranty, and the rights of buyer and unpaid seller.
3. Acquire knowledge related to various Negotiable Instruments, endorsement dishonour of Negotiable Instruments, various types of Crossings of cheque and parties related to negotiable.
4. Get acquainted with the rights of consumers, the various remedies available to them . in case of violation of consumer rights, the machinery for grievance redressal.

Unit	Content	No. of Periods
I	Law of Contract 1872: 1.1 Nature of Contract, definition and essentials. 1.2 Classification, Offer & Acceptance, 1.3 Capacity of Parties of Contract, Consideration, 1.4 Free Consent. Legality of Object and Consideration	13
II	2.1 Agreement Void 2.2 Performance of Contract Discharge of Contract	13

	2.3 Remedies of Breach of Contract 2.4 Quasi Contract.	
III	Sales of Good Act 1930: 3.1 Formation of Contracts of Sales, Good & their Classification, Price 3.2 Conditions & Warranties, implied conditions and warranties, Caveat emptor 3.3 Transfer of Property in Goods, Performance of the Contract of Sales 3.4 Unpaid Seller & his Rights, right of buyers	13
IV	Negotiable Instruments Act 1981 : 4.1 Definition of Negotiable Instruments, essentials 4.2 Promissory Note, Bill of Exchange & Cheque, Crossing of Cheque, Types of Crossing 4.3 Holder & Holder in the Due Course, Negotiation 4.4 Dishonour & Discharge of Negotiable Instrument.	12
V	Consumer Protection Act 2019: 5.1 Salient Features, objectives, rights of consumers 5.2 Definition of Consumer, complainant, complaint, consumer dispute, defect, deficiency goods, person, Restrictive Trade practice, service, Unfair Trade practice 5.3 Consumer Protection Council 5.4 Grievance Redressal Machinery.	12
VI	Skill Enhancement Modules: 1. Prepare an agreement with the supplier of your groceries. 2. Prepare an agreement with Laundry person for annual service. 3. Prepare an agreement with your employee while recruiting him for job. 4. Prepare an annual agreement with your mechanic for servicing of your vehicle (2 two - wheelers and 1 car) 5. Prepare an agreement to sale for washing machine. 6. Buyer has made a default in payment. Guide the seller. 7. Draft an agreement between seller and buyer. 8. Prepare a Promissory Note for a sum of Rs, 1,00,000 borrowed by you. 9. If a bill of Exchange, in which you are a payee is dishonoured what will you do ? 10. Procedure to be followed when cheque is dishonoured. 11. You are a consumer and you get defective good what will you do? 12. Create consumer awareness about the rights of consumers. 13. Study any MoU of your institution with any other institution/organisation 14. Study the agreement of insurance policy of your vehicle. 15. Draft a complaint when you find deficiency in service in telecommunication service.	12

Outcomes of the SEM:

The above modules will develop the agreement drafting skills of the students, they will get acquainted with the rights of unpaid seller, consumers and remedies in case of dishonour of negotiable instruments.

References:

- R.S. Davar, P.M. & I.R. Vikas Publication, Delhi
- P.C. Tripathi, P.M.S. Chand & Sons, Delhi
- N.D. Kapoor, Industrial Law, S. Chand & Sons, Delhi
- Chandra P.R. Business Law, Golgotia, New Delhi
- S.C. Tripathi, Consumer Protection Act, Central Law Publication, Delhi.

Part B

Syllabus prescribed for 1st Year Under Graduate Programme

Programme : Bachelor of Business Administration

Semester II

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-204	Fundamental of Accounting	75

Course Outcomes:-

- 1) To develop the concepts of non-trading institutions accounting procedure
- 2) To Develop the concept of Self balancing ledger system
- 3) To develop the concept of single entry system
- 4) To develop the concept of Hire purchases & Instalment accounting.
- 5) To develop the knowledge of Branch accounting
- 6) To analysis the accounts of insolvency with laws insolvency and procedure accordingly.

Unit	Content	No. of Periods
I	Accounts of Non-trading concerns	13
II	2.1 Accounts of Self Balancing Ledgers 2.2 Single-entry system	13
III	Account of Hire purchases and instalment purchase system	13
IV	Branch Accounting	12
V	Accounts of insolvent individuals	12
VI	Skill Enhancement Module:-	12

	<ol style="list-style-type: none"> 1. A report on Exhibition organization on all source documents in your college. 2. Visit to not for profit concern Library, Sports club, Mahila Bachat Gat, Public hospital, educational institution, Temples, Maszids, Gurudwara, Ganesh Mandal and preparation of report on such visit. 3. Analysis of school and college transaction in to revenue and capital receipt and also revenue and capital expenditure. 4. A visit to Bank and preparation of a report on the procedure of discounting and collection hundies. (Bill of exchange). 5. Study of revenue and capital receipts, revenue and capital expenditure of minimum any five not for profit concern. 6. Comparative study of purchase any fixed assets like car, motor cycle, machinery by higher purchase and installment purchase system. 7. Visit to any local branch and prepare report on it. 8. Analytical study of statement of affairs and balance sheet in case of insolvency 	
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BOOKS RECOMMENDED :

- 1) R.J. Botlibio : Advanced Accountancy
- 2) R.R. Gupta : Advanced Accountancy
- 3) Shukla & Grewal : Advanced Accountancy
- 4) A.N. Agrawal : Higher Science of Accounting
- 5) R.L. Gupta : V.K. Gupta : Advanced Accounting.

Part B

Syllabus prescribed for 1st Year Under Graduate Programme

Programme : Bachelor of Business Administration

Semester II

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-205	Financial Services	60

Course Outcome:

1. Student will get an overview of financial sector in India
2. Students will know the concept of Indian money market and Indian Capital Market.
3. Students will get an overview of different financial services.
4. Students will get the information about Banking Sector
5. Student will understand the concept of Stock exchange and its operations.

Unit	Content	No. of Periods
I	INTRODUCTION TO FINANCES 1.1 Meaning, Nature and Scope of finance 1.2 An overview and Significance of finance 1.3 Sources of finance 1.4 Kinds of finance	10
II	INTRODUCTION TO FINANCIAL MARKET 2.1 Concept, Meaning and nature of financial Market. 2.2 Structure of Financial Market 2.3 Indian money market ó concept, feature, objectives and components. 2.4 Indian capital market ó concept, feature, objective and components.	10
III	FINANCIAL SERVICES 3.1 Concept Meaning Nature and Scope of Financial Services 3.2 Financial Services Features, Objective and Scope of Financial Services to Corporate Sector 3.2 Underwriting, Brokerage and Intermediation of financial services. 3.4 Management of Risk in financial services.	10
IV	Commercial Bank 4.1 Meaning & Definitions of commercial bank 4.2 Functions of Commercial bank 4.3 Process of Credit Creation of commercial bank 4.4 Role and importance of Commercial bank	10
V	STOCK EXCHANGE 5.1 History Meaning and Feature of Stock Exchange 5.2 Structure and Components of Indian Stock Exchange 5.3 Functions and Importance of Indian Stock Exchange 5.4 Concept of SENSEX & NIFTY	10
VI	Skill Enhancement Module 1. Collect the different sources of financial instruments for public finance 2. Collect the different sources of financial instruments for private finance 3. List out the different money market instruments and write the current interest rate prevailing on it 4. Write down the procedure to issue the shares by a joint stock company 5. Write down the procedure to issue the debentures by a joint stock company 6. Information of current interest rate of different commercial banks 7. Write down the information about the interest rate provided by the cooperative	10

	banks 8. Write down the procedure to open a bank account at online mode 9. List out the different documents required for opening a bank account 10. List out the steps to manage the financial risk of a company 11. List out the different stock exchange in India 12. Write the procedure to open a Demat account in a stock exchange 13. Visit a stock exchange in your city and note down the different operations done over there.	
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BOOKS RECOMMENDED :
1) Khan.M.Y.- Indian Financial System - Theory and Practice, Tata McGrow Hill New Del
2) Bhalla.V.K.-Management of Financial Services, Anmol , New Delhi 2001.
3) Ennew.C.Treror Watkins & Mike Wright - Marketing of Financial Services, Heinemann Professional Pub.1990.
4) Garden.E and K.Natrajan - Emerging scenario of financial services, Himalaya Publishin House. 1997.
5) Report of currency & finance.
6) RBI: Bulletins.

Part B		
Syllabus prescribed for 1 st Year Under Graduate Programme		
Programme : Bachelor of Business Administration		Semester II
Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-206	Fundamental of Computer II	45

- Course Outcomes :-**
- Students will get basic introduction of operating system.
 - Students will get understand the procedure of Installing and uninstalling programs
 - Students will be able to determine the various means of modern communication.
 - Students will be practiced in preparing word document and table wizard.
 - Students will get to develop the skill of preparing power point presentation

Unit	Content	No. of Periods
I	Basics of Computer : 1.1 Concept of operating system 1.2 Functions and types of operating system 1.3 Windows, Feature, Types and Elements 1.4 Operating system simple setting (Date and Time, Control panel)	09
II	Modern Communications : 2.1 Communication: Fax, Voice Mail, Information Services, E-mail 2.2 Group Communication: Tele Conferencing and Video Conferencing 2.3 Network: Concept And Functions 2.4 Types of Network: LAN, WAN, MAN	09
III	Working with MS-WORD 2016: 3.1 Introduction to MS 6WORD 2016 3.2 Screen Element and Create New Document 3.3 Editing Documents: Select text, Delete Text, Cut, Copy, Paste 3.4 Working With Tables : Create table, insert and Delete rows and column Using shapes, Graphics, Text box, word art, Clip art, Hyperlink	09
IV	Introduction to Power Point : 4.1 Concept And Applications of Power Point, 4.2 Basics of Power Point : Screen Content 4.3 procedure to Create Slides with different layout 4.4 Opening and Saving Presentation	09
V	Working with PowerPoint : 5.1 Inserting Text, Clipart, word art, Smart art, Charts to slide 5.2 Working with different slide view 5.3 Gallery colour layout and Background features 5.4 Slide effect, Slide Show and Printing	09

References :

- Fundamentals of Computers 6 V. Rajaram (PHI)
- Computer Fundamentals -- B-Ram (WE)
- MS-Office
- Computer Fundamentals and Operating System 6 Supriya Bhagade

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-206	Fundamental of Computer II (Practical)	15

- Practical Course Outcomes :**
Upon completion of the course students will be able to :
- understand the procedure of Installing and uninstalling programs.

- 2) get familiar with screen component of windows
- 3) proficient in preparing word document and table wizard with graphics & objects.
- 4) get to develop the skill of preparing power point presentation.

List of Practical :

- 1) Write a job application
- 2) Create Resume
- 3) Create Advertising using clip art and word art
- 4) Making ID Cards in MS-WORD
- 5) Create slide on PowerPoint
- 6) Slide effect and Graphics
- 7) Insert Image
- 8) Insert table and Charts
- 9) Add Showtime in slide view
- 10) Saving and Printing of Slide

Division of Marks for Practical's

Record Preparation	10 Marks
Practical Performance	10 Marks
Viva-Voce	10 Marks
Description	10 Marks
Practical Total	40 Marks