ORDINANCES AND OUTLINES OF TESTS, SYLLABUS FOR THE COURSE OF

BACHELOR OF BUSINESS ADMINISTRATION:BBA/BBA(Hons.)

Program Code: BBA (SEMESTER SYSTEM)

PART-I (Semester I and II)

For

SESSION 2026-27, 2027-28, 2028-29

DEPARTMENT OF BUSINESS STUDIES

S.S.D.GIRLS' COLLEGE, BATHINDA

An Autonomous College

Re-Accredited with 'A' Grade by NAAC

(Under the aegis of SSD Sabha (Regd.), Since 1924 Bathinda)

BACHELOR OF BUSINESS ADMINISTRATION

BBA/BBA(Hons.) As per NEP 2020

BBA-Ist (Ist& IInd semester)

(Program Code: BBA)

SESSION 2026-27, 2027-28, 2028-29

Semester-Ist

Course Code	Course Category	Course Title	L	T	P	Total Credits	Total Marks
BBA101	Ability Enhancement (AEC)	English(Compulsory)	2	---	---	2	50
BBA102/ BBA102A	Punjabi	Punjabi Compulsory/ Punjabi Compulsory(Mudla Gyan)*	4	---	---	4	100
BBA103	Core	Basic Accounting	4	---	---	4	100
BBA104	Core	Business Organization and Systems	4	---	---	4	100
BBA105	Core	Managerial Economics	4	---	---	4	100
BBA106	Ability Enhancement (AEC)	Computer Applications for Business	2	---	---	2	50
BBA107	Multi-Disciplinary Elective (MDE)	Workshop on Business Communication-I	2	---	---	2	50
BVAC1	Value Enhancement	Environment and Road Safety	2	---	---	2	50
BBA108	Compulsory (Add-on Course)	Entrepreneurship Mindset-I**	---	---	2	2	100
Total Credits			**24**	---	---	**24**	**600**

**** Only those students who have not studied Punjabi upto matriculation can opt Mudla Gyan***

***** Entrepreneurship Mindset-I subject's credit will be added at the end of degree as add-on course as per Punjabi University, Patiala guidelines.***

Semester-II[nd]

Course Code	Course Caitegory	Course Title	L	T	P	Total Credits	Total Marks
BBA201	Ability Enhancement (AEC)	English(Compulsory)	2	---	---	2	50
BBA202/ BBA202A	Punjabi	Punjabi Compulsory/ Punjabi Compulsory(Mudla Gyan)*	4	---	---	4	100
BBA203	Core	Organisational Bahaviour	4	---	---	4	100
BBA204	Core	Entrepreneurship and Small Business	4	---	---	4	100
BBA205	Core	Statistics for Business	4	---	---	4	100
BBA206	Skill Enhancement (SEC)	Workshop on Business Communication-II	2	---	---	2	50
BBA207	Multi-Disciplinary Elective (MDE)	Seminar on Media Literacy	2	---	---	2	50
BVAC2	Value Enhancement	Drug Abuse: Problem, Management and Prevention	2	---	---	2	50
BBA208	Compulsory (Add-on Course)	Entrepreneurship Mindset-II**	---	---	2	2	100
Total Credits			**24**	---	---	**24**	**600**

**** Only those students who have not studied Punjabi upto matriculation can opt Mudla Gyan***

***** Entrepreneurship Mindset-II subject's credit will be added at the end of degree as add-on course as per Punjabi University, Patiala guidelines.***

1. The breakup of marks for the internal assessment for theory paper will be as under:

a) Credit 4: Internal (30 marks) & External (70 marks)

i. Mid semester test 12 Marks

ii. Assignments/ Projects/Seminar 12 Marks

iii. Attendance 6 Marks

b) Credit 2: SEC/ AEC/ MDE: Division of Marks: 50 marks

i. Continuous Assessment (Theory/CBT) 35 Marks

ii. Assignments/Projects/Seminar/Lab Work 10 Marks

iii. Attendance 5 Marks

BACHELOR OF BUSINESS ADMINISTRATION (BBA HONS.)
BBA-Ist SEMESTER - Ist
BBA103: BASIC ACCOUNTING

Time Allowed: 3 Hrs. **Max Marks: 100**
Lecture to be delivered:45-55 hrs. **External Evaluation:70**
Credits: 04 **Internal Evaluation: 30**
Min. Passing Marks: 35%

Course Description: This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading and company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.

Course Objectives:
CO1: To provide an understanding of application of various principles and practice of Accounting.
CO2: To demonstrate the knowledge on the process of accounting cycle and basic steps involved in accounting.
CO3: To apply the knowledge of systematic maintenance of books of accounts to real life business.
CO4: To estimate Annual Financial statements of Sole proprietorship and Company form of business.

Instructions for Paper-setters/Examiners:
The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

Instructions for the candidates: Candidates are required to attempt two questions each from the sections A & B of the question paper and the entire Section-C is Compulsory.

Course Content:

Unit-I

Introduction: Financial Accounting-Definition and Scope, Objectives of Financial Accounting, Accounting v/s Book Keeping, Terms used in accounting, Users of Accounting Information and Limitations of Financial Accounting.
Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-Concept, Objectives, Benefits, Brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline.
Recording of Transactions: Accounting Process/Cycle, Journal. Subsidiary Books, Ledger, Cash Book, Trial Balance, Bank Reconciliation Statement. **Depreciation:** Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).

Unit-II

Final Accounts: Meaning of Financial Statements, Usefulness of Financial Statements, Elements of Financial Statements, Preparation of Trading and Profit & Loss Account and Balance Sheet without Adjustments.

Final Accounts with Adjustments: Treatment of Some Items which may be Direct Items, Indirect Items, Incomes and Expenses, Treatment of Items of Adjustment appearing outside the Trial Balance, Treatment of Items of Adjustment appearing inside the Trial Balance.

Introduction to Company Final Accounts: Important provisions of Companies Act, 2013 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.

Computerized Accounting: Computers and its application in accounting. Accounting software package (Tally).

Recommended Readings:

1. Gupta, Ambrish, "Financial Accounting for Management: An Analytical Perspective", Pearson Education, New Delhi.
2. Khatri, Dhanesh, "Financial Accounting" Tata McGraw-Hill, New Delhi.
3. Horngren, Charles T., Sundem, Gart 1, Elliot, John A. Philbrick, Donna R., "Introduction to Financial Accounting", Prentice Hall, New Delhi.
4. Ramachandran, N and Kakani, Ram, "Financial Accounting for Management", Tata McGraw-Hill, NewDelhi.
5. Shukla, M.C., Grewal T.S. and Gupta, S.C., "Advance Accounts", Sultan Chand & Sons, New Delhi.

Note: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (BBA HONS.)
BBA-Ist SEMESTER - Ist
BBA104: BUSINESS ORGANIZATION AND SYSTEMS

Time Allowed: 3Hrs. **Max Marks:100**
Lecture to be delivered: 45-55 hrs **External Evaluation:70**
Credits: 04 **Internal Evaluation: 30**
Min. Passing Marks: 35%

Course Description: It introduces the fundamental concepts of business as a dynamic system, exploring legal structures like sole proprietorships and corporations and examining how enterprises interact with their external environments.

Course Objectives:
CO1: To understand the fundamental concepts of business
CO2: To analyze different forms of business ownership
CO3: To evaluate the business environment
CO4: To learn basic organizational, planning and operational principles used to run modern enterprises.

Instructions for Paper-setters/Examiners:
The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

Instructions for the candidates: Candidates are required to attempt two questions each from the sections A & B of the question paper and the entire section C is Compulsory.

Course Content:

Unit- I

Introduction to Business and Commerce: Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system.Trade and aids to trade- Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India.
Forms of Business Organization: Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organization, Classification based on Business Section.
Setting up a New Enterprise: Promotion of a business. Decisions in setting up an Enterprise - opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new Section, Problems in starting a new business.

Unit-II

Business and Society: Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social responsibilities of business, Social Audit, Manager and his environment: external and internal.
Domestic & Foreign Trade: Import export trade procedure & their organization.
Organization of wholesale& retail trade - Recent trends in wholesale & retailing. Malls and Super Markets their effect on economy.
Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.

Recommended Readings

1. Kaul, Vijay Kumar "Business Organization and Management: Text and Cases", Pearson Education, New Delhi.
2. Singla, R.K., "Business Organization and Management", V.K. (India) Enterprises, New Delhi.
3. Daft, Richard L., Daft, J., Murphy, H., & Willmott, "Organization Theory and Design", Cengage Learning EMEA, New Delhi.
4. Fernando, A.C., "Business Environment" Pearson Education, New Delhi.
5. Archie B. Carroll, Ann K. Buchholtz, "Business & Society: Ethics, Sustainability and Stakeholder Management", Cengage Learning, New Delhi.

Note: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (BBA HONS.)
BBA-Ist SEMESTER - Ist
BBA105: MANAGERIAL ECONOMICS

Time Allowed:3Hrs. **Max Marks:100**
Lecture to be delivered:45-55 hrs. **Extrernal Evaluation:70**
Credits: 04 **Internal Evaluation:30**
Min. Passing Marks: 35%

Course Description: Managerial economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.

Course Objectives:
CO1: It equips students with fundamental concepts of microeconomics.
CO2: It delves into the complexities of market structures, helping students navigate challenges such as competition, regulatory environments and technological disruptions.
CO3: It fosters critical thinking by analyzing real-world case studies, enabling students to propose innovative solutions to business problems.
CO4: A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts seeking to thrive in today's dynamic and interconnected business landscape.

Instructions for Paper-setters/Examiners:
The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

Instructions for the candidates: Candidates are required to attempt two questions each from the sections A &B of the question paper and the entire section C is Compulsory.

Course Content:

Unit-I

Nature and scope of Managerial Economics, Role of Managerial Economics in Decision Making. **Fundamentals concepts:** Opportunity Cost, Discounting and Time Value of Money, Equilibrium, Marginalism, Equimarginalism, Incremental, Concepts, Economic Optimisation. **Demand & Supply Analysis:** Demand Classification, Elasticity of Demand and Supply, Demand Estimation and Forecasting Elasticity in Decision Making. Meaning of demand and its types, Law of demand. Price elasticity of demand its measurement.**Consumer's Behaviour:** Utility approach: Brief outline of law of diminishing marginal utility. Law of equi-marginal utility. **Indifference Curve Approach:** Consumer equilibrium; Income, Price and Substitution effect, Revealed Preference Approach. **Theory of Supply:** Concept and law of supply, factors affecting supply.

Unit-II

Theory of Production: Law of variable proportion: total, average and marginal physical production, Law of Returns to scale, Economies and diseconomies of scale.
Theory of Cost: Short and Long period costs, Concept of total cost, Marginal and Average Theory of cost in short-run and long-run. **Concept of revenue:** Total Revenue; Average Revenue Relationship between Average and Marginal Revenue and Price elasticity of demand.
Pricing Under Various Market Conditions: Profit Management: Profit Maximisation, Sales Maximisation, Alternative objective of firms, Breakeven Analysis and its Managerial Uses. Market Structure Analysis. **Perfect Competition**: Equilibrium of Firm Industry under Perfect Competition, **Monopoly:** Price determination under Monopoly, **Monopolistic Competition:** Price and Output determination under Monopolistic Competition.

Recommended Readings:

1. Koutosoyiannis, A., "Modern Micro Economics", Palgrave Macmillan.
2. Dwivedi, D.N., "Microeconomics: Theoryand Applications", Pearson Education, Delhi.
3. Gravelle H., and Rees, R., "Microeconomics", Pearson Education, New Delhi.
4. Ahuja, H.L., "Advanced Economic theory; Microeconomic Analysis", S. Chand & Company Ltd. New Delhi.
5. Mithani, D.M., "Managerial Economics", Himalaya Publishing House, New Delhi.

Note: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (BBA HONS.)
BBA-Ist SEMESTER - Ist

BBA106: COMPUTER APPLICATIONS FOR BUSINESS

Lectures Per Week: 03 **Max. Marks: 50**
Credits: 02 **External Evaluation: 35**
Min. Passing Marks: 35% **Internal Evaluation: 15**

Course Description: This subject aims to provide foundational knowledge and skills for using computers effectively, covering topics like hardware, software, file management, and common applications like word processing, spreadsheets, and presentations**.**

Course Objectives:
CO1: Understanding the function of different hardware components (CPU, RAM, storage devices, input/output devices).
CO2: Identifying the difference between system software (operating systems) and application software (productivity tools, etc.).
CO3: Understanding the concepts of data, information, and how computers process them.
CO4: To know about creating, editing, formatting, and printing documents using software like Microsoft Word, using spreadsheets for data entry, analysis, charting and creating and delivering presentations using software like Microsoft PowerPoint.

Course Content:

Unit-I

Computer Fundamentals: Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers.
Internal and External Memory Storage: RAM, ROM, PROM, EPROM.
Commonly used Input/output/Memory storage devices: Punched Card, VDU, CRT. Difference between Hardware & Software. Types of software system. Software & Application software, Interpreter. **Operating System:** Definition, Types of operating on the Basis of processing. Introduction to various types of operating system such as windows & DOS Overview and Anatomy of windows, working with files and folder in windows.

Unit-II

MS-Word: Overview, Creating, Saving, Opening, Importing, Exporting & Inserting files. Formatting pages, paragraphs and sections. Indents and outdents. Creating lists and numbering. Heading Styles, Fonts and size editing, positioning & viewing text. Finding & replacing text, inserting page breaks, page numbers, book marks, symbols & dates. Using tabs and tables Header, Footer & Printings.
MS-Excel: Worksheet overview. Entering information. Worksheet Opening and saving workbook. Formatting number and texts. Protecting cells. Producing Charges and printing operations graphs.
MS-Power Point: Presentation Basics: Menus & Toolbars. Opening & Saving & existing

presentation creating & saving a presentation using auto content wizard. Design Template Blank Presentation. The slides sorter view. Insert slides from another presentation. Inserting pictures and graphics. Slide show, printing, slides.

Practical: MS-Word, MS-Excel, MS-PowerPoint.

Recommended Readings:

1. Peter Norton, "Introduction to Computers", McGraw-Hill, New Delhi.
2. Sanjay Sexana, "A First Course in Computers", Vikas Publishing House, New Delhi.
3. Rajaraman, V., "Fundamental of Computers", Prentice Hal India, New Delhi.
4. Srivastava, S.S., "MS-Ofice" Firewall Media, New Delhi.
5. Alexis Leon and Matheus Leon, "Introduction to Computers with MS-Office 2000", Tata McGraw-Hill, New Delhi.

Note: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (BBA HONS.)
BBA-Ist SEMESTER - Ist
BBA107: WORKSHOP ON BUSINESS COMMUNICATION-I

Lectures Per Week: 03 **Max. Marks: 50**
Credits: 02 **External Evaluation: 35**
Min. Passing Marks: 35% **Internal Evaluation: 15**

Course Description: This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will teach students about video conferencing, e-meetings and exercises for improving both written and oral communication.

Course Objectives:

CO1: To understand the concept of team communication.
CO2: To help students in understanding the basic principles and techniques of business communication.
CO3: To train students to acquire and master written communication for the corporate world.
CO4: To sensitize students to understand Business Communication in Global and Cross-Cultural contest.

Course Content:

Unit-I

Introduction to Communication in Organizations: Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms. **Written Communication:** Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages, Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.

Unit-II

Interpersonal Communication: Team communication, managing communication during online meeting, communication with virtual team, Presentation skills (Verbal and non-verbal); Power point presentation skills, **Digital Communication**: Social media and individual, social media & organizations, Media Literacy, Strong Digital communication skills- email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital etiquettes & responsibilities.

Recommended Readings:

1. AICTE's Prescribed-Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World",McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication, McGrawHill
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L.Thill, J.V. &Raina, R.L, Business Communication Today, Pearson

BACHELOR OF BUSINESS ADMINISTRATION (BBA HONS.)
BBA-Ist SEMESTER – IInd
BBA203: ORGANISATIONAL BEHAVIOUR

Time Allowed: 3Hrs. **Max Marks:100**
Lecture to be delivered:45-55 hrs. **External Evaluation:70**
Credits: 04 **Internal Evaluation:30**
Min.Passing Marks: 35%

Course Description:
This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications.

Course Objectives:
CO1: To develop basic understanding of the concept of human behavior and organization.
CO2: To highlight the importance of OB in modern organizations.
CO3: To understand individual and group behavior in the workplace to improve the effectiveness of an organization.
CO4: To critically evaluate leadership styles and strategies.

Instructions for Paper-setters/Examiners:
The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

Instructions for the candidates: Candidates are required to attempt two questions each from the sections A&B of the question paper and the entire section C is Compulsory.

Course Content:

Unit-I

Introduction: Definition, Nature and Scope of Organizational Behavior, Need for Studying Organizational Behavior, Disciplines that Contribute to OB,OB Models, Challenges and Opportunities of OB,
Individual behavior:
Perception: Meaning, Process, Improving Perception, **Personality:** Development Determinants of Personality, Personality Traits, **Learning:** Theories and Principles of Learning,
Motivation: Meaning and Importance, Theories of Motivation Maslow's need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, Vroom's Expectancy Theory.

Unit-II

Group Behavior:
Groups: Definition, Types, Group Development, Groups Norms, Group Cohesiveness, Group Decision Making, **Conflict:** Individual Conflict, Interpersonal Conflict, Group Conflict, Resolving Conflict. **Leadership:** Leadership Styles, Traits of good Leader, Difference between Leader and Manager, **Organizational Culture:** Meaning, Definition, Concept, Characteristics, Types of Culture, Functions of Culture, Creating and Sustaining Culture, Learning Culture, **Organizational Change:** Forces of change, Planned change, Resistance, Approaches.

Recommended Readings:
Text Books (Latest Editions):

1. Robbins, Stephen-Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred-Organizational Behavior: An Evidence-Based Approach - McGraw Hil Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behavior-Himalaya Publishing House
5. Aswathappa.K.-Organizational Behavior-Himalaya Publishing House, Mumbai, 18th Edition.

BACHELOR OF BUSINESS ADMINISTRATION (BBA HONS.)
BBA-Ist SEMESTER – IInd
BBA204: ENTREPRENEURSHIP AND SMALL BUSINESS

Time Allowed: 3Hrs. **Max Marks:100**
Lecture to be delivered:45-55 hrs **External Evaluation:70**
Credits: 04 **Internal Evaluation:30**
Min.Passing Marks: 35%

Course Description: An Entrepreneurship and Small Business course teaches students how to create, launch and run a new company. Key areas include finding business ideas, writing a business plan and managing money.

Course Objectives:
CO1: To understand the core concepts of starting a new venture, develop an entrepreneurial mindset and master small business management.
CO2: To recognize the key qualities, skills and attitudes of successful entrepreneurs.
CO3: Learn how to find market gaps and generate creative business ideas.
CO4: To understand legal forms of organization like sole proprietorships or partnerships.

Instructions for Paper-setters/Examiners:
The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

Instructions for the candidates: Candidates are required to attempt two questions each from the sections A & B of the question paper and the entire section C is Compulsory.

Course Content:

Unit-I

Concept of Entrepreneurship: The Entrepreneur: Definition, nature, and characteristics of entrepreneurship. Emergence of entrepreneurial class including women entrepreneurs. The concept of joint stock company, public company, private company, government company, partnership company, Hindu undivided family.
Theories of entrepreneurship; Characteristics of Entrepreneur, Leadership risk taking, decision making and business planning. Innovation and entrepreneurship, entrepreneurial behavior and motivation. Socio-economic environment and the entrepreneur.

Unit-II

Entrepreneurial Development Programmes- Their relevance and achievements, Role of government in organising such programmes. Critical Evaluation Small Business as a Seed Bed of Entrepreneurship: Concept of business venture.

The start-up process: Concept, Plan, Implementation, Initial Strategic Planning, Product and Marketing Scope, Legal and tax consideration, risk analysis and financial considerations.
Profit Planning in Small Enterprise: Growth Strategies and diversification. Finance Management in current operations and expansion of capital. Role of Small Business in the national economy. National Policies for small business development. Government and Non-Governmental assistance. Contribution of Commercial Banks in Promoting and servicing small business. Small business and modern technology.

Recommended Readings:

1. Hall, B. Pricke; and Royce L. Brahamson, "Small Business Management".
2. Kenneth R., Van Voorthis, "Entrepreneurship and Small Business Management".
3. Hans Schollhammer and Arthur H. Kuriloff, "Entrepreneurship and Small Business Management".
4. Joseph R. Mancuso, "How to Start, Finance and Manage Your Own Small Business".
5. Sharma, R.A, "Entrepreneurial Change in Indian Industries".
6. Dhar, P.N. and Lydall H. F., "The Role of Small Enterprises in Indian Economic Development".

Note: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (BBA HONS.)
BBA-Ist SEMESTER – IInd

BBA205: STATISTICS FOR BUSINESS

Time Allowed: 3 Hrs. | **Max Marks: 100**
Lecture to be delivered: 45-55 hrs. | **External Evaluation: 70**
Credits: 04 | **Internal Evaluation: 30**
Min. Passing Marks: 35%

Course Description: Quantitative Aptitude tests have been one of the key components in all competitive exams across the globe in recent years. All tests include such aptitude problems to assess a candidate's arithmetic precision, conceptual numerical ability, analytical ability and rational thinking applicability. Hence this subject has been introduced as part of BBA programs. It helps us to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data using appropriate statistical tools and hence understanding of these techniques and models. With the business entities keen on making data-driven decisions it is essential for individuals working in this uncertain environment to possess such skills to make better decisions backed by data.

Course Objectives:
CO1: To establish importance of logical reasoning in human inquiry.
CO2: To demonstrate data handling skills and summarize data with clarity.
CO3: To extend an understanding of application of relevant concepts of Statistics to a given business scenario.
CO4: To understand business problems and make decisions using appropriate statistical models and explain trends.
CO5: To demonstrate the knowledge on the process of organizing a data and conduct statistical treatment.

Instructions for Paper-setters/Examiners:
The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section-C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.
Instructions for the candidates: Candidates are required to attempt two questions each from the sections- A & B of the question paper and the entire section-C is Compulsory.

Course Content:

Unit-I

Matrix Algebra: Types of matrices; basic operations of matrices; determinant of a matrix and its properties; rank and inverse of a matrix; solution of simultaneous linear equations -Cramer's rule and matrix inversion, method, application of matrices. Introduction and Methods of Presentation of Statistical Information, Collection and Presentation of Data. Frequency distribution. Concept of sampling and sampling Designs.

Measures of Central Tendency:-Mean, Median, Mode, and Measure of dispersion. Range quartile deviation, Average deviation and Standard deviation.

Unit-II

Simple Correlation and Regression Analysis: Assumptions; Pearson's product moment and Spearmen's rank correlation method; least squares technique; properties of correlations and regression coefficients.

Time Series Analysis: Trend analysis using moving average and regression analysis, seasonal, cyclic and regular fluctuations.

Elementary Probability Theory: Deterministic and non-deterministic experiments; different types of events; a priori and empirical definition of probability. Conditional probability, laws of addition and multiplication of probability. Properties of Binomial, Poisson and Normal distributions.

Recommended Readings
Text Books (Latest Editions):

1. Chiang A.C., "Fundamental Methods of Mathematical Economics", McGraw Hill, Kogakusha.
2. Hopfe, M.M., Mathematics - "Foundations for Business Science, Research Association".
3. Mizrahi, A. and Sullivan M., "Mathematics for Business and Social Sciences", John Wiley and Sons.
4. Raghawachari, M., "Mathematics for Management - An Introduction", Tata McGraw Hill, New Delhi.
5. Webber, J.E., "Mathematical Analysis: Business and Economic Applications", Harper & Row.
6. Yamuna, T., "Mathematics for Economics - An Elements Survey", Prentice Hall of India Pvt.Ltd., New Delhi.
7. Chou, Y. "Statistical Analysis", Holt, Rinehart and Winston, New York.
8. Croxton, F.E., Cowden, D.J. and Klien, S., "Applied General Statistics", Prentice Hall of India Pvt. Ltd.

Note: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (BBA HONS.)
BBA-Ist SEMESTER – IInd
BBA206: WORKSHOP ON BUSINESS COMMUNICATION-II

Lectures Per Week: 03 **Max. Marks: 50**
Credits: 02 **External Evaluation: 35**
Min. Passing Marks: 35% **Internal Evaluation: 15**

Course Description:
This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling affective written and oral communication skills in students.

Course Objectives:
CO1: To understand the concept, process, and importance of business communication with a strategic imperative.
CO2: To help students in understanding the basic principles and techniques of various workplace communication including digital communication skills.
CO3: To train students to acquire and master intra and inter-organizational communication.
CO4: To train students for communicating effectively for the purpose of gaining employment.

Course Content

Unit-I

Written communication: Intra organizational/ departmental workplace communication. Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, Newsletters, Positive and Negative Messages, Use of Technology for Communication, Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Use of online social media for communication and Public Relations, Ethical dilemmas in use of social media for communication. Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report-Components and Purpose, Organizing Information-Outlining & Numbering Section, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals, Summarizing Annual Reports of Companies-Purpose, Structure and Principles; Drafting, Minutes of a Meeting:
Oral Communication, Professionalism and team work: Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast. Constructing Oral Report, Group Discussion, Teams communication, Communication during online meeting, Online and offline professional etiquettes; Conducting appraisals, conducting interviews.

Unit-II

Negotiation Skills and Cross-Cultural Communication: Negotiation communication with vendors, suppliers, employees and other stakeholders, BATNA & communication during negotiations; Body language and negotiation; Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication, Etic and Emic approaches to Culture; Communication to a diverse workforce, Overcoming barriers and biases in Cross-Cultural Communication, Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.

Contemporary Communication: Digital communication-individual communicating via social media, organizations communicating via social media, Media Literacy, Strong Digital communication skills- email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship-digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts

Job Searching in Digital Age: Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.

Recommended Readings

Text Books (Latest Editions):

1. Business Communication: Today's Manager - Courtland L. Bovee & John V. Thill
2. Excellence in Business Communication - John V. Thill & Courtland L. Bovee
3. Business Communication - Meenakshi Raman & Prakash Singh
4. Effective Business Communication - Asha Kaul

Note: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (BBA HONS.)
BBA-Ist SEMESTER – IInd
BBA207: SEMINAR ON MEDIA LITERACY

Lectures Per Week: 03 **Max. Marks: 50**
Credits: 02 **External Evaluation: 35**
Min. Passing Marks: 35% **Internal Evaluation: 15**

Course Description
This course equips students with essential media literacy and critical thinking skills to analyze and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production.

Course Objectives:
CO1: Develop critical thinking skills to analyze various media forms effectively and identify underlying biases
CO2: Foster media literacy principles for navigating digital media landscapes and evaluating credibility.
CO3: Explore media production dynamics and ownership structures in the Indian contest.
CO4: Address ethical and regulatory considerations in media practices.
CO5: Enhance digital media literacy for responsible online engagement and combating misinformation.

Course Content:

Unit-I

Foundations of Media Literacy and Critical Thinking: Core principles of media literacy and critical thinking: Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.
Deconstructing Media Texts: Forms of media texts, including print, broadcast, digital, and social media, Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on Individual perceptions and societal attitudes, from relevant case studies in the Indian context.

Unit- II
Media Consumption and Production Dynamics: Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content, Techniques for critically evaluating media content and analyzing audience consumption patterns.
Ethics, Regulation, and Digital Media Literacy: Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in

media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

Recommended Readings:

1. Media Literacy W. James Potter
2. Media and Information Literacy: Curriculum for Teachers - UNESCO
3. The Power of Media: A Critical Introduction - Nick Coul dry
4. Understanding Media: The Extensions of Man - Marshall McLuhan Mass Communication in India Keval J. Kumar

Note: The latest editions of the books should be followed.