

Part A Introduction			
Program : Certificate	Class : BBA I Year	Year : 2021	Session : 2021-2022
Subject : BUSINESS MANAGEMENT			
1	Course Code	M1-BBAA1T (Group-I)	
2	Course Title	BUSINESS MANAGEMENT	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	(Core Course)	
4	Pre-Requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ol style="list-style-type: none"> 1. Student will be able to assess the global context for planning, coordinating, and monitoring managerial behavior. 2. Through various planning and decision-making techniques, students can learn about how businesses ensure to remain in a competitive market. 3. Students will understand various forms of organizational structures and their importance. 4. Students can learn about various strategies used by businesses to maintain and improve employee efficiency. 5. Students will be able to understand how organizations use different leadership styles to stay competitive. 	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33	
Part B - Content of the Course			
Total No. of Lectures - Tutorials - Practical (in hours per week) : 3 Hours			
Unit	Topics	No. of Lectures	
1	Management in Indian Culture and tradition, Definition and meaning of management, functions and responsibilities of management. Principles of Management. Schools & Thoughts of Management.	18	
2	Planning: Process types and significance, planning V/S forecasting, objective, strategies and Policies, MBO. Decision making: Process & Significance, Planning for Start-ups.	18	
3	Organizing: Nature and purpose of organizing, Importance and process of organizing. Departmentation Organizational structures - Type and relevance, Line and staff relationship.	18	
4	Authority - Delegation, Decentralization - Difference between Authority and power - Responsibility, Recruitment sources, selection, training, Direction - Nature and purpose.	18	

5	Leadership: Meaning, importance, Types of Leadership, leadership styles, Motivation: Types & significance, Maslow's Need Hierarchy, theory X& Y of motivation. An overview of strategic management, SWOT analysis, strategic analysis, alternative choice & evaluation future management- challenges and skills.	18
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Part C- Learning Resources
Text Books, Reference Books, Other resources

Suggested Readings :

- Management – James A.F. Stoner, R. Edward Freeman – Pearson Prentice Hall – 6th Edition
- Principles of Management – PC Tripathi& PN Reddy – TMH – 5th Edition – 2012
- Koontz D and Welhric : Management, International student Edition, Tolyo 1980.
- Newman and Warran: The Process of Management: Concepts, Behaviour and Practices, PH1.
- S.M. Shukla: principles of management, Sahityabhawan, Agra (UP) (Latest Edition). (Hindi & English Medium).
- Dr. Rajeev kumarjhalani& Dr. YogitaChandel, Principles of management, Devi Ahilyaprakashan, Indore (hindi Medium)
- Dr. C.M. Mehta, Business organization, Ram prasad and sons, Bhopal, (Hindi Medium)

Suggested web links:

https://www.dphu.org/upload/attachements/books/books_5284_0.pdf
<https://education.stateuniversity.com/pages/cwlev9c9ib/An-Introduction-to-the-Principles-of-Management.html>

Suggested equivalent online courses:

Part D- Assessment and Evaluation
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Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks

Internal Assessment:	Class Test	15
Continuous Comprehensive Evaluation (CCE) : 25	Assignment/Presentation	10
External Assessment: University Exam Section: 75 Time: 02.00 Hours	Section (A): Three Very Short Questions (50 Words Each)	03 x 03 = 09
	Section (B): Four Short Questions (200 Words Each)	04 x 09 = 36
	Section (C): Two Long Questions (500 Words Each)	02 x 15 = 30
		Total 75

Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.

Part A Introduction		
Program : Certificate	Class : BBA I Year	Year : 2021
Session : 2021-2022		
Subject : COMMUNICATION SKILLS		
1	Course Code	M1-BBAA2T (Group-I)
2	Course Title	COMMUNICATION SKILLS
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	(Core Course)
4	Pre-Requisite (if any)	Not Required (Open for All)
5	Course Learning outcomes (CLO)	<ol style="list-style-type: none"> 1. Imagination, Ethical theory and skills to interact, students can learn how to do this ethically and effectively. 2. Students can learn and practice group communication, interviews, and conferences. 3. Students can learn nonverbal communication, listening and organizational culture. 4. Students can be equipped with knowledge of professional communication through the basic principles of writing professional papers and other documents.
6	Credit Value	(Credit) 6
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33
Part B - Content of the Course		
Total No. of Lectures - Tutorials - Practical (in hours per week) : 3 Hours		
L-T-P: 90		
Unit	Topics	No. of Lectures
1	Historical background of communication, definition and process of communication, essentials of effective communication, barriers to communication, role of communication in organizational effectiveness.	18
2	Public speech – composition principles, speech delivering skills, group discussion: Do’s and Don’ts of group discussion, communication in committees, seminars and conference.	18
3	Non-Verbal communication: Meaning, types and importance, Listening, difference between listening and hearing.	18
4	Business correspondence, Essentials of effective business correspondence, structure of business letter, types of business letter: enquiry, reply orders, complaints and circular letter.	18
5	Drafting of notices, agendas, Minutes, job application letters, preparation of Curriculum Vitae.	18

Part C- Learning Resources		
Text Books, Reference Books, Other resources		
Suggested Readings :		
<ul style="list-style-type: none"> • Ace of soft skills attitude communication and etiquette for success by Gopalaswamy Ramesh, Pearson India. • Rao N. And Das R.P., Communication skills, Himalaya Publishing House, Mumbai. • Mehta D. & Mehta N.K.mA Handbook of communication skills practices, Radha Pub., New Delhi. • SinhaK.K.m Business Communication, Galgotia Publishing House, New Delhi. • Murphy A. & Peck Charles E., Effective business communication, Tata McGraw Hill, New Delhi. • Dr. Praveen Kumar Agrawal& Dr. Avineesh Kumar Mishra, Communication Skills, SahityaBhawan, Agra (Hindi Medium) 		
Suggested web links:		
https://books.google.co.in/books/about/Effective_Business_Communication.html?id=Dzp1joiJV0c		
Suggested equivalent online courses:		
Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks		
Internal Assessment:	Class Test	15
Continuous Comprehensive Evaluation (CCE) : 25	Assignment/Presentation	10
External Assessment:	Section (A): Three Very Short Questions (50 Words Each)	03 x 03 = 09
University Exam Section: 75	Section (B): Four Short Questions (200 Words Each)	04 x 09 = 36
Time: 02.00 Hours	Section (C): Two Long Questions (500 Words Each)	02 x 15 = 30
		Total 75
Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.		

Part A Introduction			
Program : Certificate	Class : BBA I Year	Year : 2021	Session : 2021-2022
Subject : MICRO ECONOMICS			
1	Course Code	M1-BBAB1T (Group-II)	
2	Course Title	MICRO ECONOMICS	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	(Core Course)	
4	Pre-Requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ol style="list-style-type: none"> 1. Students will understand the importance of basic principles of micro economics. 2. Students will be able to understand the basics of demand supply rules and elasticity. They will also learn how to implement it. 3. Utility, apathy analysis and market surplus, students will be able to understand. 4. Students will be able to understand production principles, classify costs and incomes. 5. Students will be able to understand the comparison of different market systems. 6. Students will be able to understand how national income is calculated. 	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33	
Part B - Content of the Course			
Total No. of Lectures - Tutorials - Practical (in hours per week) : 3 Hours			
L-T-P: 90			
Unit	Topics	No. of Lectures	
1	Introduction to economics, Definition of economics, nature and scope of economics, significance and evaluation of Micro economics, Function of managerial economics.	10	
2	Concept and law of demand, law of supply, concept of market equilibrium, elasticity of demand, demand determinates.	15	
3	Utility analysis, marginal concept of utility, indifference curve analysis: assumptions, properties of indifference curve, theory of consumer surplus.	20	
4	Elements of cost, factor of production: Theory of rent, theory of interest, theories of profit.	20	
5	National Income: Estimates and analysis (GNP, NNP, GDP, HDI)		

	methods of measurement of national income, types of market structure, perfect v/s imperfect market, trade cycles.	25
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Part C- Learning Resources		
Text Books, Reference Books, Other resources		
Suggested Readings :		
<ul style="list-style-type: none"> • Maddala& Miller, Microeconomics Theory and applications, 13th Reprint 2017, • Sinha V.C., Principles of Economics SahityaBhawan Publication, Agra • Adhikary, M., Business Economics, Excel Books, New Delhi. • Chopra, O P, Managerial Economics, New Delhi, TMH, 1985. • Koutsoyiannis, A., Modern Micro Economics, Mac Millan, New York. • Dr. J C Pant & Dr. J P Mishra, Micro Economics, SahityaBhawan, Agra (Hindi Medium) • Dr. C.M. Mehta, Micro Economics, Ram Prasad & Sons, Bhopal (Hindi Medium) 		
Suggested web links:		
Suggested equivalent online courses:		
Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks		
Internal Assessment:	Class Test	15
Continuous Comprehensive Evaluation (CCE) : 25	Assignment/Presentation	10
External Assessment:	Section (A): Three Very Short Questions (50 Words Each)	03 x 03 = 09
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		Total 75
Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.		

Part A Introduction			
Program : Certificate	Class : BBA I Year	Year : 2021	Session : 2021-2022
Subject : BUSINESS STATISTICS			
1	Course Code	M1-BBAB2T (Group-II)	
2	Course Title	BUSINESS STATISTICS	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	(Core Course)	
4	Pre-Requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ol style="list-style-type: none"> 1. Statistical Research tools will increase student's ability to understand how to perform social researches. 2. Students will be equipped with knowledge about analyzing professional reports and will be able to make decisions based on the reports analyzed. 3. Students will learn about Quantization, analysis of performance relationship. 	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33	

Part B - Content of the Course		
Total No. of Lectures - Tutorials - Practical (in hours per week) : 3 Hours		
L-T-P: 90		
Unit	Topics	No. of Lectures
1	Meaning and definition of statistics, statistical investigations, laws of statistics, scope of statistics, limitation of statistics.	15
2	Collection of data, presentation of data, frequency distribution, primary and secondary data.	17
3	Measure of central tendencies: Mean, Median, Mode, Geometric mean, Harmonic Mean.	18
4	Measure of variation: Standard deviation, Mean Deviation and skewness. Time series analysis.	20
5	Correlation analysis Karl Pearson's Co-efficient of correlation, Spearman's rank Correlation, and Index numbers.	20

Part C- Learning Resources
Text Books, Reference Books, Other resources
Suggested Readings : <ul style="list-style-type: none"> • Fundamentals of statistics, S.C. Gupta, Himalaya publishing House. • Basic Business statistics: Concept & Applications, Berenson and Levine, Pearson Education. • Business Statistics, N.D. Vohra, TATA McGraw Hill. • D.N. Elhance: Fundamental of statistics, KitabMahal, Allahabad.

- Statistical Analysis, Dr. P.C. Tulsian, S. Chand Publications, Delhi.
- Business Statistics, Dr. S.M. Shukla&Sahai, SahityaBhawan Publications, Agra (Hindi & English , both medium)
- Business Statistics, R.S. Bhardwaj, Excel Books.

Suggested web links:

http://cs.ioc.ee/ITKStat/files/I_intro.pdf

Suggested equivalent online courses:

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

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Internal Assessment: Continuous Comprehensive Evaluation (CCE) : 25	Class Test Assignment/Presentation	15 10
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Part A Introduction			
Program : Certificate	Class : BBA I Year	Year : 2021	Session : 2021-2022
Subject : FINANCIAL ACCOUNTING			
1	Course Code	M1-BBAC1T (Group-III)	
2	Course Title	FINANCIAL ACCOUNTING	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	(Core Course)	
4	Pre-Requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ol style="list-style-type: none"> 1. Statistical Research tools will increase student's ability to understand how to perform social researches. 2. Students will be equipped with knowledge about analyzing professional reports and will be able to make decisions based on the reports analyzed. 3. Students will learn about Quantization, analysis of performance relationship. 	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33	

Part B - Content of the Course		
Total No. of Lectures - Tutorials - Practical (in hours per week) : 3 Hours L-T-P: 90		
Unit	Topics	No. of Lectures
1	Accounting and its place in business and relationship with other financial areas, Double entry system. Book keeping – meaning, advantages, concepts and conventions. Difference between financial accounting, Cost accounting & management accounting.	10
2	Types of books of accounts and their preparation. Journal, Ledger, Trial Balance, Depreciation. Computerized accounting software (Cloud books, Wave & Tally).	20
3	Preparation of final account: Trading account, profit & Loss account, and balance sheet. Preparation of EMI Chart.	20
4	Bank Reconciliation statement, Branch Accounts & Department accounts.	20
5	Royalty Accounts, Hire Purchase accounts: Accounting record in the book of purchase and vendor.	20

Part C- Learning Resources
Text Books, Reference Books, Other resources
Suggested Readings : <ul style="list-style-type: none"> • Mukherjee Hanif, Financial Accounting, Tata McGraw hills, New Delhi.

- Shukla&Grewal, Financial Accounting, S Chand Publishing, 2019, New Delhi.
- J.R. Batliboi, Double-entry book keeping: A complete treatise on the fundamentals of accounting written specifically for Indian students and businessmen, standard accountancy publications, 1987,29th edition, Mumbai.
- Gupta, R L. Advanced accounting, Sultan Chand & Sons, New Delhi.
- Anthony R N and Reece, J S, Accounting Principles, 6' ed., Homewood, Illinois, Richard D Irwin, 2005.
- S.M. Shukla, Financial Accounting, SahityaBhavan Publication, Agra latest publication (Hindi & English Medium).
- Accounting Principles, Anthony R N, and Reece, J S, 6thed, Homewood Richard D Irwin publication, Illinois, US

Suggested web links:

http://books.google.co.in/books/about/financial_accounting.html?id=g7W0ZELBRy8C&redir_esc=y

<https://corporatefinanceinstitute.com/resources/knowledge/accounting/trial-balance/>

<https://www.accountingtools.com/articles/the-four-basic-financial-statement.html>

Suggested equivalent online courses:

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

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Part A Introduction		
Program : Certificate	Class : BBA I Year	Year : 2021
Session : 2021-2022		
Subject : BUSINESS MATHEMATICS		
1	Course Code	M1-BBAC2T (Group-III)
2	Course Title	BUSINESS MATHEMATICS
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	(Core Course)
4	Pre-Requisite (if any)	Not Required (Open for All)
5	Course Learning outcomes (CLO)	Students will learn to prepare and calculate Invoice, Ratio, simultaneous equation in two or three variables, Metrics, Logarithm, formulate word problems in order to solve the problems using various methods, Commission, Discount, and Brokerage, Profit & Loss, and then interpret and clearly convey the results in real-world scenarios.
6	Credit Value	(Credit) 6
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33
Part B - Content of the Course		
Total No. of Lectures - Tutorials - Practical (in hours per week) : 3 Hours		
L-T-P: 90		
Unit	Topics	No. of Lectures
1	Ratio – Gaining and Sacrificing Ratio, Proportion, Percentage, Averages – simple and Weighted Averages.	15
2	Simultaneous Equations – Meaning, Characteristics, Types and Calculations, Preparation of Invoice.	18
3	Determinants and Matrices, Matrix – Definition, Types Basic Operations on Matrices, Transpose of Matrix. Determinants – Minors and Co factor. Adjoint and Inverse of Matrix.	20
4	Practical approach and application of Vedic Maths. Logarithms and Antilogarithms – Principles and Calculations. Simple and Compound Interest.	20
5	Commission, Discount, Brokerage and Profit & Loss.	17

Part C- Learning Resources	
Text Books, Reference Books, Other resources	
Suggested Readings :	
<ul style="list-style-type: none"> • Spooner H.A. and D.A.L Wilson, The essence of Mathematics for Business, Prentice Hall of India Private Limited, New Delhi latest edition. • S.M. Shukla: Business Mathematics, SahityaBhawan, Agra latest edition (Hindi and English Medium) 	

- V. Sundaresan and S.B. Jeysoelan: An Introduction to Business mathematics, S. Chand &Co.Pvt. Ltd, New Delhi Latest edition.
- M. Raghavanchari: Mathematics for management, An Introduction Tata McGraw hill Publishing Company Ltd. New Delhi latest edition.
- Dr. J P Mishra, Business Mathematics, SahityaBhawan, Agra (Hindi Medium).
- Dr. Alok Kumar, Vedic Mathematics, UpkarPrakashan, Agra, U.P. (Hindi Medium).

Suggested web links:

Suggested equivalent online courses:

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

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