

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 Gopaldaswamy 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 : 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

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

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

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

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