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Format for Syllabus of Theory Paper

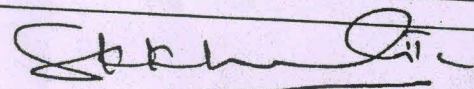
Program: Certificate		Part A Introduction	
		Class: BBA I Year	Year: 2021 Session: 2021-2022
Subject: BUSINESS MANAGEMENT			
1	Course Code		
2	Course Title	M1-BBAA1T (Group-I)	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	BBA (Core Course)	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	1. Student will be able to assess the global context for planning, coordinating, and monitoring managerial behaviour. 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
L-T-P: 90

Unit	Topics	No. of Lectures
1	Management in Indian Culture and Tradition, Definition and Meaning of Management, Functions and Responsibilities of Management, Role of manager, Principles of Management. School & Thoughts of Management.	18
2	Planning: Process, Types and Significance, Planning vs. Forecasting Objective, Strategies and Policies, MBO. Decision Making: Process & Significance, Planning for Start-ups'.	18
3	Organization: Nature and Purpose of organization. Importance and process of Organization. Departmentalization, Organizational structures: types 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

Keywords/Tags:


 28.5.2021
 Prof. Dr. S.K. Khatik.

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 Welhrich: Management, International Student Edition, Tokyo 1980.
- R.D. Agrawal: Organization & Management MC Graw Hill, New Delhi 1982.
- Newman and Warran: The Process of Management: Concepts, Behaviour and Practices, PHI.
- S. M. Shukla: Principles of Management, Sahitya Bhawan, Agra (UP) (Latest Edition). (Hindi and English Medium).
- Dr. Rajeev Kumar Jhalani & Dr. Yogita Chandel, 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/uploads/attachements/books/books_5284_0.pdf

<https://education.stateuniversity.com/pages/cw1ev9e9ib/An-Introduction-to-the-Principles-of-Management.html>

Suggested equivalent online courses:

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

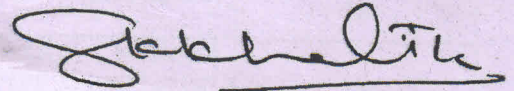
Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 25marks 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.

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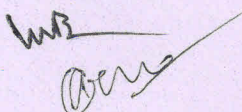


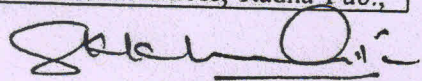
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Prof. Dr. S. K. Khatik,
Chairman, Central Board of Studies,
Professional Management BBA
Course.

Format for Syllabus of Theory Paper

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	BBA	
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)	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 skills. They will learn how to respond in discussions, interviews, 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	
Keywords/Tags:			
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., A Handbook of Communication Skills Practices, Radha Pub., 			


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- New Delhi.
- Sinha K.K., 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, Sahitya Bhawan, Agra (Hindi Medium)

Suggested web links:

[https://books.google.co.in/books/about/Effective Business Communication.html?id=Dzo1joiJV0IC](https://books.google.co.in/books/about/Effective_Business_Communication.html?id=Dzo1joiJV0IC)

Suggested equivalent online courses:

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

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

Internal Assessment: Continuous Comprehensive Evaluation (CCE):25	Class Test	15
	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.


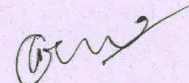
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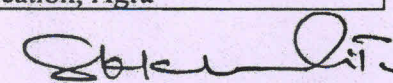
S. K. Khatik
28.5.2021

Prof. Dr. S. K. Khatik.
Chairman, Central Board of Studies
Professional Mgt. BBA Course.

Format for Syllabus of Theory Paper

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	BBA	
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)	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, Definitions of economics, Nature and Scope of Economics, Significance and Evolution of Micro Economics, Functions of Managerial Economics.	10	
2	Concept of Law of Demand, Law of Supply, Concept of Market Equilibrium, Elasticity of Demand, Demand Determinants.	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, Factors 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	
Keywords/Tags:			
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, Sahitya Bhawan Publication, Agra 			


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- 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, Sahitya Bhawan, 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

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

Internal Assessment: Continuous Comprehensive Evaluation (CCE): 25	Class Test	15
	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.

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S.K. Khatri

28-5-2021

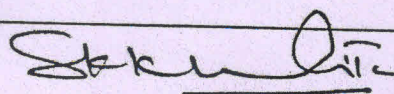
Prof. Dr. S. K. Khatri.

Chairman, Central Board of Studies,
Professional Mgt. BBA Course.

Format for Syllabus of Theory Paper

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	BBA	
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)	1. Statistical Research Tools will increase student's ability to understand how to perform social researches. 2. Students will be equipped with knowledge about analysing 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, Limitations of Statistics.	15	
2	Collection of Data, Presentation of Data, Frequency Distribution, Primary and Secondary Data.	17	
3	Measures 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 Coefficient of Correlation, Spearman's Rank Correlation, Regression, Lines of Regression, Index Number.	20	
Keywords/Tags:			
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: Concepts and Applications, Berenson and Levine, Pearson Education. • Business Statistics, N. D. Vohra, TATA McGraw Hill. • D.N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad • Gupta, S.P.: Business Statistics, Sultan Chand and Sons, New Delhi. • Statistical Analysis, Dr P.C Tulsian, S.Chand Publications, Delhi • Business Statistics, Dr S.M Shukla and Sahai, Sahitya Bhawan Publications, Agra (Hindi and English, both Medium) • Business Statistics, R.S. Bhardwaj, Excel Books 			
Suggested web links:			





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http://cs.ioc.ce/ITKStat/files/1_intro.pdf

Suggested equivalent online courses:

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

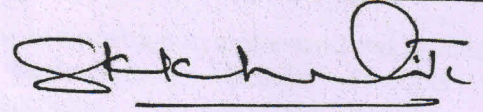
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Internal Assessment: Continuous Comprehensive Evaluation (CCE):25	Class Test Assignment/Presentation	15 10
External Assessment: University Exam Section: 75 Time: 02.00 Hours	Section(A): Three Very Short Questions (50 Words Each) Section (B): Four Short 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.

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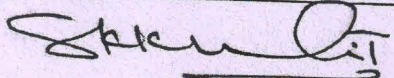

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Prof. Dr. S.K. Khatri,
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Professional Mgt. BBA Course.

Format for Syllabus of Theory Paper

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	BBA	
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)	1. Students will be able to understand the basics of bookkeeping and accounting. 2. Students will be able to know about accounting software. 3. Students will be able to do the accounting work of the business unit. 4. They will be in a position to understand and technically use bank reconciliation, branch accounts and departmental accounts. 5. Students will understand the concept of Royalty accounting and Hire-purchase accounting and learn what accounting remedies relate to them and where it can be used.	
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 and Management Accounting.	10	
2	Type of books of accounts and their preparation, Journal, Ledger, Trial balance and Depreciation, Computerized Accounting software (Cloud books, Wave and Tally).	20	
3	Preparation of Final Account: Trading Account, Profit & Loss Account, Balance Sheet. Preparation of EMI Chart.	20	
4	Bank Reconciliation Statement, Branch Accounts and Department Accounts.	20	
5	Royalty Accounts, Hire Purchase Accounts- Accounting record in the book of purchaser and vendor.	20	
Keywords/Tags:			
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 			

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D


 28.5.2021
 Prof. Dr. S. K. Khattar

- 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, 6th ed., Homewood, Illinois, Richard D Irwin, 2005
- S.M. Shukla, Financial Accounting, Sahitya Bhavan Publication, Agra latest publication (Hindi and English Medium).
- Accounting Principles, Anthony R N, and Reece, J S, 6th ed, Homewood Richard D Irwin Publication, Illinois, US

Suggested web links:

https://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-statements.html>

Suggested equivalent online courses:

Part D - Assessment and Evaluation

Suggested Continuous Evaluation Methods:

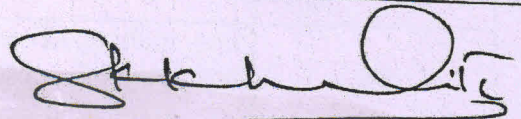
Maximum Marks: 100

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

Internal Assessment: Continuous Comprehensive Evaluation (CCE): 25	Class Test	15
	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
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Any remarks/ suggestions: Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations and Industry Based Assignments.


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Dennis

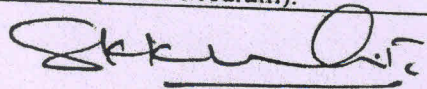

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Prof. Dr. S.K. Khatik.
Chairman, Central Board of Studies,
Professional Mgt. BBA Course.

Format for Syllabus of Theory Paper

Part A Introduction	
Program: Certificate	Class: BBA I Year
	Year: 2021
	Session: 2021-2022
Subject: BUSINESS MATHEMATICS	
1	Course Code
2	Course Title
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)
4	Pre-requisite (if any)
5	Course Learning outcomes (CLO)
6	Credit Value
7	Total Marks
Part B- Content of the Course	
Total No. of Lectures-Tutorials-Practical (in hours per week): 3 Hours	
L-T-P: 90	
Unit	Topics
1	Ratio — Gaining and Sacrificing Ratio, Proportion, Percentage, Averages — Simple and Weighted Averages.
2	Simultaneous Equations — Meaning, Characteristics, Types and Calculations, Preparation of Invoice.
3	Determinants and Matrices, Matrix- Definition. Types, Basic Operations on Matrices, Transpose of Matrix. Determinants- Minors and Co factor. Adjoint and Inverse of Matrix.
4	Practical approach and application of Vedic Maths. Logarithms and Antilogarithms — Principles and Calculations. Simple and Compound Interest.
5	Commission, Discount, Brokerage and Profit and Loss
	No. of Lectures
	15
	18
	20
	20
	17
Keywords/Tags:	
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, Sahitya Bhawan, 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, Sahitya Bhawan, Agra (Hindi Medium). 	

WMB



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 Prof. Dr. S.K. Khatik.

- Dr. Alok Kumar, Vedic Mathematics, Upkar Prakashan, 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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Prof. Dr. S. K. Khatik,
Chairman, Central Board of U
Professional Mgt. BBA Course