



**Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce,  
Baramati (Autonomous)**

**BACHLOR OF BUSINESS ADMINISTRATION  
(Faculty of Commerce and Management)**

**CBCS Syllabus  
FYBBA SEMESTER 1**

**FOUR YEARS HONORS DEGREE PROGRAM AS PER NATIONAL EDUCATION  
POLICY (NEP 2020)**

**To be implemented from Academic Year 2023-2024**

# **Title of the program : FYBBA SEM 1**

## **PREAMBLE**

**BBA (Honors) Four Year Degree Program:** The Bachelor of Business Administration (Honors) Program is four-year degree Program offered by Tuljaram Chaturchand College of Arts Science and Commerce, Baramati (Autonomous). Tuljaram Chaturchand College of Arts Science and Commerce, Baramati (Autonomous) have excellent faculty, Laboratories, Library, and other facilities to provide proper learning environment. The College is accredited by NAAC with an A + grade. The Bachelor of Business Administration (BBA) total 176 credits is designed to provide a strong practical understanding of the principles, theories and tools necessary to succeed in businesses. The BBA Program focuses on imparting to Students/Learners the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavour. While designing the BBA Program, the above facts are considered and the requirements for higher studies and immediate employment are visualized. This effort is reflected in the Vision and Mission statements of the BBA Program of course, the statements also embody the spirit of the vision of Hon'ble Dr. Avinash Jagtap, Principal of Tuljaram Chaturchand College of Arts Science and Commerce, Baramati (Autonomous) which is to usher in — “Social Transformation Through Dynamic Education”

### **II. Vision Statement**

The BBA Department persistently strives to grow into a distinguishable position in Management Studies to create Business Graduates to become future business leaders, entrepreneurs, socially responsible professionals who fit into the dynamic corporate world with a global outlook.

### **III. Mission Statement**

To create academic excellence, international exposure to students to make them globally competitive managers.

### **IV. Eligibility: 12<sup>th</sup> Pass/ 10+2**

## **Programme Objectives :**

The aim of the course is to build knowledge and understanding business among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business operations and decision Making. The course aims at making a conceptual orientation and equip the students with the business skills as well as prepare them for management applications. this course provides an understanding of the tasks and functions of management and to acquaint the Participants with the developments in concept, Theories and practices in the overall field of management.

## **Program Specific Outcome [PSOs]**

At the end of this course, students should be able to:

- PSO1 .** Ensure and understand professional augmentation taking place in the global as well as domestic business arena.
- PSO2 .** To reduce the gap between industry and academia, with the right blend of theory and practice.
- PSO3 .** To nurture their talent for becoming good leaders and assets for an organization.
- PSO4 .** To gain an in-depth knowledge and analytical skills which will enable them to effectively and efficiently carry out various Trade and Marketing operations of an organization in the emerging globalized environment.
- PSO5 .** Develop Critical attitude necessary for “life-long learning” through this course
- PSO6 .** Demonstrate an understanding of management concepts, theories, models and key business terms.
- PSO7 .** Apply Information Technology applications for managing the business effectively
- PSO8 .** Understand the contemporary issues and changes in the macro environment that may have an impact on the business
- PSO9 .** Investigate the multidimensional business problems using research-base knowledge, methods and in turn make data driven decisions.
- PSO10 .** Make sound business decisions.

## **BOARD OF STUDIES OF BUSINESS ADMINISTRATION**

(2022-2023 to 2024-2025)

Subject : BBA

- 1) Mrs. Deepali Anpat – Chairman
- 2) Ms. Amruta Parlekar - Member
- 3) Ms. Anita Jarande - Member
- 4) Dr. Pritam Vhora - Member
- 5) - Member (Expert from SPPU, Pune)
- 6) Dr. Sarang Bholā - Member (Expert from other university)
- 7) Dr.S.S.Mahajan - Member (Expert from other university)
- 8) Mr. Sarthak Shah –Member (Representative from Industry)
- 9) Mr. Sagar Gadhavē - Member (Meritorious Alumni)

## Credit Distribution structure for F.Y.B.B.A (2023 Pattern) :

Sem	Major		Minor	OE	VSC,SEC,VS EC	AEC,VEC,IKS	CC	Cum. Cr./ Sem.
1	Mandatory	Elective						
		---						22
	BBA-101-MJM Business Demography and Business Environmental Studies.		---	BBA-116-OE Business Organization and Corporate Environment	BBA-121-VCE Professional Communication Skill.	ENG-131-AEC English 1	NSS/NC C/Yoga/C ultural Activity/ Sports	
	BBA-102-MJM Financial Accounting			BBA-116-OE Business Etiquette	BBA- 126-SEC Community Work [Survey and Analysis]	BBA-137- IKS Indian Management Gurus and their contributions .		
	BBA-103-MJM Micro Economics					BBA-135-VEC Environmental Science		
	Credits : 2+2+2			Credits 2+2	Credits 2+2	Credits 2+2+2	Credits 2	
2	BBA-151-MJM Principles of Management.		BBA-161-MN Business Statistics	BBA-166-OE Emotional Intelligence	BBA-171-VSC Fundamentals of computers.	ENG-181-AEC English II	NSS/NC C/Yoga/C ultural Activity/ Sports	22
	BBA-152-MJM Principles of Finance		BBA-162-MN Business Mathematics	BBA-167-OE Risk Management	BBA-176-SEC: Industry Analysis and report.	BBA-185-VEC Environmental Science		
	BBA-161-MJM Principles of Marketing							
	Credits : 2+2+2		Credits 2	Credits 2	Credits 2+2	Credits 2+2	Credits 2	
Total Credits	Credits : 12	--	Credits : 4	Credits : 6	Credits : 10	Credits : 8	Credits 4	44

## Course Structure for F.Y.B.B.A (2023 Pattern) :

Semester	Course Type	Course Code	Course Name	Theory/Practical	Credits
I	Major Mandatory	BBA-101-MJM	Business Demography and Business Environmental Studies.	Theory	2
	Major Mandatory	BBA -102- MJM	Financial Accounting	Theory	2
	Major Mandatory	BBA -103- MJM	Micro Economics	Theory	2
	Open Elective	BBA -116- OE	Business Organization and Corporate Environment	Theory	2
	Open Elective	BBA-117-OE	Business Etiquette	Theory	2
	Vocational Skill Course(VSC)	BBA-121-VCE	Professional Communication Skill.	Theory	2
	Skill Enhancement Course(SEC)	BBA-126-SEC	Community Work [Survey and Analysis]	Theory	2
	Ability Enhancement Course( AFC)	ENG-131-AEC	English I	Theory	2
	Value Education Course(VEC)	BBA-135-VEC	Environmental Science I	Theory	2
	Indian Knowledge System (IKS)	BBA-137-IKS	Indian Management Gurus and their contributions.	Theory	2
	Co – Curricular Courses (CC)		To be selected from the Basket	Theory	2
<b>Total Credits for Semester I</b>					<b>22</b>
II	Major Mandatory	BBA-151-MJM	Principles of Management	Theory	2
	Major Mandatory	BBA-152-MJM	Principles of Finance	Theory	2
	Major Mandatory	BBA-153-MJM	Principles of Marketing	Theory	2
	Minor	BBA-161-MN	Business Statistics	Theory	2
	Minor	BBA-162-MN	Business Mathematics	Theory	2
	Open Elective	BBA-166-OE	Emotional Intelligence	Theory	2
	Open Elective	BBA-167-OE	Risk Management	Theory	2
	Vocational Skill Course(VSC)	BBA-171-VSC	Fundamentals of Computers	Theory	2
	Skill Enhancement Course(SEC)	BBA-176-SEC	Industry Analysis and report.	Theory	2
	Ability Enhancement Course( AFC)	BBA-181-AEC	English II	Theory	2
	Value Education Course(VEC)	BBA-185-VEC	Environmental Science	Theory	2
	Co – Curricular Courses (CC)	--	To be selected from the Basket	Theory	2
			Theory	2	
<b>Total Credits for Semester II</b>					<b>22</b>
<b>Cumulative Credits Sem1+sem2</b>					<b>44</b>

## **SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A**

**(w. e. from June, 2023)**

<b>Name of the Programme :</b>	<b>B. B. A.</b>
<b>Program Code :</b>	<b>UBBA</b>
<b>Class :</b>	<b>F.Y.B.B.A</b>
<b>Semester :</b>	<b>I</b>
<b>Course Type :</b>	<b>Major and Mandatory</b>
<b>Course Name :</b>	<b>Business Demography and Business Environment Studies</b>
<b>Course Code :</b>	<b>BBA- 101-MJM</b>
<b>No. of Lectures :</b>	<b>30</b>
<b>No. of Credits :</b>	<b>2</b>

### **A) Course Objectives:**

1. To develop a knowledge base for demographic and environmental factors affecting business.
2. To make the students aware of environmental problems related to business and Commerce.
3. To inculcate values of Environmental ethics amongst the students.
4. Acquaint the Students with basic concept, Principles and functions of Management.
5. To make students aware about the recent trends in Management.
6. Creating the awareness about environmental problems among people
7. Imparting basic knowledge about the environment and its allied problems.
8. Developing an attitude of concern for the environment.

### **B) Course Outcomes:**

- CO1: Students will develop strong conceptual knowledge base for demographic and environmental factors affecting business.
- CO2 : Students will also gain insights into environmental problems related to business and Commerce.
- CO3 : The students will be able to understand the concept of business environment its meaning, scope and importance.
- CO4 : Familiarize with the nature of Business Environment and its components.
- CO5 : Able to demonstrate and develop conceptual framework of Business Environment and generate interest in business.
- CO6 : Outline how an entity operates in a Business Environment.

CO7 : Apply an understanding of the different modes of engagement with markets and explore the interconnections between these and the economic, legal, governmental, political, regulatory, cultural and other environments in which expanding companies operate

**Unit No.1 Introduction of Demography and Demographic Environment 12**

- 1.1 Meaning, Definition, Need.
- 1.2 Importance & need of Demography Studies for Business
- 1.3 Scope of demography, interdisciplinary approach of demography
- 1.4 Components of demography: Fertility, mortality and migration
- 1.5 Measures to calculate fertility and mortality rate
- 1.6 Factors affecting fertility and mortality.
- 1.7 Nature, Scope & Importance Demographic Environment.
- 1.8 Factors of Demographic Environment

**Unit No.2 Rural Development & Urbanization 08**

- 2.1 Meaning Rural Development
- 2.2 Meaning, definitions of urbanization
- 2.3 Classification of population - Urban and rural population
- 2.4 Factors responsible for urbanization and problems of urbanization,
- 2.5 Urbanization as Behavioral concept, structural concepts, demographic concept.
- 2.6 Urban structure and rural structure

**Unit No. 3 Environment and Environmental issues related to Business 10**

- 3.1 Meaning and definition of environment
- 3.2 Types of Environments
- 3.3 Physical and Cultural components of environment
- 3.4 Need of environmental studies for Business Management
- 3.5 Environment factors affecting Business –Physical factors – topography, climate, minerals, water resources; Cultural factors, infrastructure technology tradition, political, social, education Concepts .
- 3.6 Global warming and Kyoto Protocol, Oil Crisis and its impact on Business

**Recommended Books:**

1. Population Geography : R.C. Chandana, Lyall Book Depot/ Kalyani Publishers (2006)
2. Population Geography: Qazi, S. Shah, Shargi Qazi APH Publishing Corp. New Delhi



3. Environmental Geography: Dr. Savindra Singh Prayag Pustak Bhawan
4. Geography of India: Majid Hussain Tata McGraw Hill
5. Population Geography : I Singh: Alfa Publication (2006)
6. Business Demography and Environmental studies-Miss Joshi Sunita, Dr.Jaybhaye Ravindra- Success Publication,Pune

## **SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A**

**(w. e. from June, 2023)**

<b>Name of the Programme</b>	<b>: B.B.A.</b>
<b>Program Code</b>	<b>: UBBA</b>
<b>Class</b>	<b>: F.Y.B.B.A</b>
<b>Semester</b>	<b>: I</b>
<b>Course Type</b>	<b>: Major and Mandatory</b>
<b>Course Name</b>	<b>: Financial Accounting</b>
<b>Course Code</b>	<b>: BBA-102-MJM</b>
<b>No. of Lectures</b>	<b>: 30</b>
<b>No. of Credits</b>	<b>: 2</b>

### **A) Course Objectives:**

1. To enable the students to acquire sound knowledge of basic concepts of accounting.
2. To impart basic accounting knowledge.
3. Impart the knowledge about recording of transactions and preparation of final accounts.
4. To acquaint the students about accounting software packages.
5. To understanding the framework of accounting as well as accounting standard
6. The ability to understand company financial statements
7. To give the overview about financial accounting

### **B) Course Outcomes:**

- CO1:** The outcome of this course is to enable the students to acquire sound knowledge of basic concepts of accounting & practical knowledge.
- CO2:** Understanding of various methods of maintaining of accounts
- CO3 :** Develop understanding about accounting of single-entry system and its difference with double entry system
- CO4 :** Knowledge of different accounting modules
- CO5 :** Knowledge of preparation of final account in organization point of

view

**CO6** : Understanding of preparation of subsidiary books.

**CO7** : .Knowledge of journal entries and preparing ledger account

**Unit No 1 : Introduction to Financial Accounting** **06**

- 1.1 Financial Accounting-definition and Scope,
- 1.2 Objectives, Accounting concepts,
- 1.3 Principles and conventions.
- 1.4 Accounting Standards in general: - AS1, AS2, AS6.

**Unit No 2 Recording Transactions and Preparing Final Accounts** **10**

- 2.1 Voucher system; Accounting Process, double entry system
- 2.2 Journals, Ledger, Cash Book, subsidiary books,
- 2.3 Trial Balance preparation of Final Accounts of Sole Proprietorship (Trading and Profit & Loss Account and Balance Sheet)
- 2.4 Preparation Of Bank Reconciliation Statement.

**Unit No 3 Depreciation (Transfer of Value- Appreciation)** **6**

- 3.1 Meaning, Need, Importance of Charging Depreciation.
- 3.2 Methods of Charging Depreciation - Written Down Value, Straight Line Method.

**Unit No 4 Accounting Software** **8**

- 4.1 Introduction meaning and Types of Accounting Software
- 4.2 Tally ERP-9 (Software Details)
- 4.3 Tally- Company Creation, Group Creation, Accounting Voucher Creation; Recording Transactions; Preparing Reports, Cash Book, Bank Book, Ledger accounts, Trial Balance, Profit and Loss Account, Balance Sheet.

**Recommended Books:**

- 1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)

2. Business Accounting-Dr.G.M. Dumbre, Dr.Kishor Jagtap,  
Dr.A.H.Gaikwad, Dr.N.M.Nare-Success Publication,Pune
3. Financial accounting: By Jane Reimers (Pearson Education)
4. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata  
McGraw –Hill)
5. Financial Accounting For Management: By Amrish Gupta (Pearson  
Education)
6. Financial Accounting For Management: By Dr. S. N. Maheshwari  
(Vikas Publishing)
7. Advanced Accounts – M.C. Shukla and S P Grewal ( S.Chand & Co.,  
New Delhi)

## **SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A**

**(w. e. from June, 2023)**

<b>Name of the Programme :</b>	<b>B.B.A.</b>
<b>Program Code :</b>	<b>UBBA</b>
<b>Class :</b>	<b>F.Y.B.B.A</b>
<b>Semester :</b>	<b>I</b>
<b>Course Type :</b>	<b>Major and Mandatory</b>
<b>Course Name :</b>	<b>Micro Economics</b>
<b>Course Code :</b>	<b>BBA-103-MJM</b>
<b>No. of Lectures :</b>	<b>30</b>
<b>No. of Credits :</b>	<b>2</b>

### **A) Course Objectives:**

1. To expose students to basic micro economic concepts.
2. To apply economic analysis in the formulation of business policies.
3. To use economic reasoning to problems of business.
4. To study the basic cost structure.
5. To analyze various types of elasticity and changes in business decisions accordingly.
6. To analyze changes in demand pattern and decisions related to it.
7. To study the various factors involved actively in Micro economics.

### **B) Course Outcomes:**

**CO1:** The outcome of this course is to expose students to basic micro economic concepts.

**CO2 :** Student will be able to understanding the relationship in Economics and Business Development.

**CO3:** Students will be able to study the changes in business decisions with changes in environmental factors.

- CO4** : Student will be able identify role of economics in society development.
- CO5** : Student will be able to identify how economy works.
- CO6** : Student will be able to analyze various economic problems and their causes.
- CO7**: Students will be able to identify the factors responsible for stable and growing economy.

**Unit No. 1 Introduction to Economics** **5**

- 1.1 Meaning, Nature and Scope of Business Economics – Micro and Macro.
- 1.2 Basic Economic Problems.
- 1.3 Types of markets. And Market forces in solving economic problems.
- 1.4 Circular Flow of Income and Expenditure

**Unit No. 2 Demand and Supply Analysis** **5**

- 2.1 Concept of Demand and demand Law.
- 2.2 Elasticity of Demand and their types.
- 2.3 Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue
- 2.4 Concept of Supply and Supply Law.
- 2.5 Factors affecting Supply.

**Unit No 3 Cost Analysis** **10**

- 3.1 Concept of Cost.
- 3.2 Types of Cost.
- 3.3 Pricing under various market conditions.
- 3.4 Pricing Strategies used in Perfect Competition.
- 3.5 Price Determination under Monopoly.
- 3.6 Price determination under monopolistic condition.

**Unit No. 4 Distribution Theory** **10**

- 4.1 Marginal Productivity Theory of Distribution
- 4.2 Rent: Modern Theory of Rent
- 4.3 Wages: Wage Determination under Imperfect Competition - Role of Trade Union and Collective Bargaining in Wage Determination
- 4.4 Interest: Liquidity, Preference Theory of Interest Profits: Dynamic, Innovation, Risk - Bearing and Uncertainty Bearing

**Recommended Books:**

1. Textbook of Economic Theory - Stonier and Hague; Longman Green and Co., London.
2. Introduction to Positive Economics - Richard G. Lipsey

3. Business Economics (Micro) - Dr. Girijashankar; Atharva Prakashan, Pune.
4. Micro Economics - M. L. Seth
5. Micro Economics - M. L. Jhingan; Vrinda Publications, New Delhi.
6. Managerial Economics - Theory and Application - D. M. Mithani

### **SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A**

**(w. e. from June, 2023)**

<b>Name of the Programme</b>	<b>: B.B.A.</b>
<b>Program Code</b>	<b>: UBBA</b>
<b>Class</b>	<b>: F.Y.B.B.A</b>
<b>Semester</b>	<b>: I</b>
<b>Course Type</b>	<b>: Open Elective (OE)</b>
<b>Course Name</b>	<b>: Business Organization and Corporate Environment</b>
<b>Course Code</b>	<b>: BBA-116-OE</b>
<b>No. of Lectures</b>	<b>: 30</b>
<b>No. of Credits</b>	<b>: 2</b>

#### **A) Course Objectives:**

1. To give the Practical knowledge of Business Organization & System and corporate environment
2. To make the students aware about various activities of business, business practices and recent trends in business world.
3. To study the challenges before the business and setting up of a business enterprise.
4. To develop the spirit of entrepreneurship among the students.
5. To develop students professionally handle business issue.
6. To develop socially ethically responsible business leader
7. To develop students to be better team worker.

#### **B) Course Outcome:**

**CO1:**The main outcome of this course is to aware students about various activities of business, business practices and recent trends in business world.

**CO2 :** An understanding of the nature, objective and social responsibilities of business

**CO3 :** An ability to describe the different forms of business

**CO4 :** An understanding of different forms of business organization.

**CO5 :** The students will have general idea of operation in business

**CO6 :** The individual will be capable of analyzing, investigating and solving business problem

**CO7 :** The individual analyze the source of wealth creation

**Unit 1 Introduction to Business**

**8**

1.1 meaning of Business, Nature, scope, Characteristics of Business, Objectives of Business, Essential of successful Business. Concept of business organization.

1.2 Recent Trends- Mergers and Acquisitions, Networking, Franchising. BPOs and KPOs, E-Commerce. Online trading, Patents, trademarks and Copyrights.

**Unit 2 Forms of Business Organizations**

**6**

2.1 Forms of Business Organizations -Sole proprietorship, Partnership Firm, Joint stock company, co-operative s –Definition, Features, Merits and Demerits.

**Unit 3 Setting up of a Business Enterprise**

**6**

3.1 Decision in Setting up of an Enterprise, Opportunity and ideas generation, Role of creativity and innovation. Licensing and basic legal formalities to start a new business and challenges before the business and setting up of a business enterprise

3.2 Project Report- Business Size and Location decisions, Factors to be considered in starting a new unit, Government policies.

**Unit 4 study of Domestic and Foreign Trade and corporate environment**

**10**

4.1 Domestic Trade-concept of domestic Wholesale and Retail Trade

4.2 Foreign Trade-concept of export import, export and import procedure.

4.3 Corporate capital -Share capital-meaning, types of share merits, demerits

4.4 Corporate Meetings: Meeting-Meaning and Definition. Types of meeting Statutory meeting, Annual General Meeting, Extraordinary General Meeting. Board Meeting and Resolution

**Recommended Books:**

1. Modern Business Organization - S.A. Sherlekar
2. Industrial Organization Management - Sherlekar
3. Business Organization and management – Y.K. Bhus han
4. Business Organization and system – Dr.M.V.Gite, Dr.R.D.Darekar,  
Prof.S.N.Nanaware, Dr.V.D. Barve- Success Publication,Pune
5. Business Environment - F. Cherunilam.
6. Business Organization & Management – C.B. Gupta.
7. Entrepreneurial Development – S.S. Khanna.
8. Organizing and Financing of Small scale Industry – Dr. V. Desa



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**(w. e. from June, 2023)**

<b>Name of the Programme</b>	<b>: B.B.A.</b>
<b>Program Code</b>	<b>: UBBA</b>
<b>Class</b>	<b>: F.Y.B.B.A</b>
<b>Semester</b>	<b>: I</b>
<b>Course Type</b>	<b>: Open Elective (OE)</b>
<b>Course Name</b>	<b>: Business Etiquette</b>
<b>Course Code</b>	<b>: BBA-116-OE</b>
<b>No. of Lectures</b>	<b>: 30</b>
<b>No. of Credits</b>	<b>: 2</b>

### **A) Course Objectives:**

1. To define professional behavior and suggest standards of appearance, action, and attitude in a business environment.
2. Describe appropriate office dress.
3. Successfully navigate a business meal.
4. Develop an action plan to improve personal professionalism.
5. Business etiquette is imperative for building up good business relationships that are important for achievement and success.
6. To learn the principles of business etiquette and professional behavior
7. To understand the etiquette for making business correspondence effective.
8. To be able to present yourself confidently in various business situations.
9. Develop awareness of dining and multicultural etiquette.

### **B) Course Outcomes:**

- CO1:** To understand the concept of Business Etiquette.
- CO2 :** To understand various kinds of etiquette.
- CO3 :**To understand the importance of Body Language.
- CO4 :** To improve the interaction that makes workplace services a creative place.
- CO5 :** Demonstrate an understanding of professionalism in terms of workplace behaviors and workplace relationships.

**CO6** : Adopt attitudes and behaviors consistent with standard workplace expectations.

**CO7**: Presenting oneself with finesse and making others comfortable in business.

**CO8** : Developing basic life skills or etiquette in order to succeed in corporate culture.

**Unit No.1 Introduction to Etiquette** **8**

**1.1** Introduction, modern etiquette and its benefits.

**1.2** Classification of etiquette -. Manners, Poor manners are noticed in the youth,

**1.3** Why should you practice good manners? Practicing good manners.

**Unit No.2 Classification of Etiquette** **12**

**2.1** Work Etiquette- -Making Introduction with Ease, applying titles and forms of address, remembering names, Speaking and Listening-KISS principles in communication.

**2.2** Dining Etiquette- Coming to the table -Behaving after you are seated- Beginning the meal in Formal table settings -Managing meals, Distinguishing Between American and Continental Dining Styles, eating with grace, coping with difficult-to-eat foods and unusual utensils, Managing Dining Mishaps.

**2.3** Dress Etiquette- Dealing with dress codes- Defining ‘business casual’ and ‘casual’, Formal business clothes for men and women, Personal hygiene and Grooming.

**Unit No 3: Body Language** **10**

**3.1** Introduction-Body talk – Origin of Body language- Voluntary and involuntary body language -Forms of Body language -Parts of Body language- Uses of Body languages-Body language in building interpersonal relations-Body language in building industrial relations-reasons to study body language-improving your body language- Kinds of Hand Shake, four territory zones, Kinds of postures,

**3.2** Gender differences- -Shaking hands with Women -Developing confidence with correct body language.

**3.3** Skill Development: Role play activity in Dining etiquette practices.  
Drawing an illustration of Table setting., Group presentation of Etiquettes in

different countries.

**Recommended Books:**

1. Alex K (2010) Soft Skills, New Delhi: S Chand & Company Ltd.
2. Fox Sue (2010) Business Etiquette for Dummies, New Jersey: Wiley Publications.
3. Kumar Suresh E, Shreehari P, Savithri J (2010) Communication Skills and Soft Skills: An Integrated Approach, Chennai: Pearson Education.
4. Pachter Barbara & Cowie Denis (2013) Essentials of Business Etiquette, New York: McGraw Hill Education.

## **SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A**

**(w. e. from June, 2023)**

<b>Name of the Programme</b>	<b>: B.B.A.</b>
<b>Program Code</b>	<b>: UBBA</b>
<b>Class</b>	<b>: F.Y.B.B.A</b>
<b>Semester</b>	<b>: I</b>
<b>Course Type</b>	<b>: Vocational Skill Courses (VSC)</b>
<b>Course Name</b>	<b>: Professional Communication Skill</b>
<b>Course Code</b>	<b>: BBA-121-VSC</b>
<b>No. of Lectures</b>	<b>: 30</b>
<b>No. of Credits</b>	<b>: 2</b>

### **A) Course Objectives:**

1. To give detailed understanding about business environment and organization structures.
2. To develop an entrepreneurial attitude among the students.
3. To make students capable of becoming dynamic managers, capable of taking various decisions and communicating effectively to different groups of people.
4. To understand and gain knowledge of various manufacturing and service industries.
5. Understand and apply communication theory.
6. Critically think about communication processes and messages.
7. Interact skilfully and ethically.

### **B) Course Outcomes:**

**CO1:** Develop a resume for oneself.

**CO2 :**Ability to handle the interview process confidently Learn the subtle nuances of an effective group discussion.

**CO3 :** Communicate fluently and sustain comprehension of an extended discourse.

**CO4:** Demonstrate ability to interpret texts and observe the rules of good writing.

**CO5:** To communicate contextually in specific personal and professional situations with courtesy.

**CO6:** To inject humors in their regular interactions.

**CO7:** To Develop Coherence, Cohesion and Competence in Oral Discourse through Intelligible Pronunciation.

**CO8:** Identify Common Errors and Rectify Them

**Unit No 1 : Introduction to Communication. 8**

1.1 meaning and definition. Process and elements in communication process.

1.2 Need of effective communication

1.3 Principles of Effective communication.

1.4 Role of Communication in social and economic system

1.5 Barriers to communication and over comings

**Unit No 2 : Methods and types of Communication 10**

2.1 Methods of Communications: Linguistics, Non- Linguistics and Para-Linguistics.

2.2 Verbal and Nonverbal communication.

2.3 Oral Communication

2.3.1 Meaning, nature and scope - Principles of effective oral communication. Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences – Press Conference – Demonstration - RadioRecording - Dictaphone, Phonetics and its application in oral communication.

2.3.2 Rumor - Grapevine - Group Discussion

2.3.3 The art of listening - Principles of good listening.

**Unit No.3 : Application of Writing and Communication Skills in Business Organization**

**12**

3.1 Standard Formats of Business Letter.

3.1.1 Need and functions of business letters - Planning & layout of business letter -Kinds of business letters - Essentials of effective correspondence.

3.2 Resume Writing

3.3 Email Writing

3.4 Modern office Communication

3.4.1 Electronic communication – Telephone, EPBAX System Tele-Conferencing answering machines, E-mail, voice-mail, Fax, Internet, Audio-Visual aids etc.

3.5 Group Decision-Making Process.

### **Recommended Books:**

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
5. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
6. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
7. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
8. Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.
9. Business Communication - M. Balasubrahmanyam - Vani Educational Books.

## **SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A**

**(w. e. from June, 2023)**

<b>Name of the Programme</b>	<b>: B.B.A.</b>
<b>Program Code</b>	<b>: UBBA</b>
<b>Class</b>	<b>: F.Y.B.B.A</b>
<b>Semester</b>	<b>: I</b>
<b>Course Type</b>	<b>: Skill Enhancement Courses (SEC)</b>
<b>Course Name</b>	<b>: Community Work-I [Survey and Analysis]</b>
<b>Course Code</b>	<b>: BBA-126-SEC</b>
<b>No. of Lectures</b>	<b>: 30</b>
<b>No. of Credits</b>	<b>: 2</b>

### **A) Course Objectives:**

1. To understand the role of Government in Education and Environmental awareness, etc.
2. To make students aware about various NGOs working towards Education and Environmental awareness, etc.
3. To create a sense of empathy, sensitivity towards unprivileged elements of the society.
4. To create an urge in the students in contributing towards community development.
5. To encourage students to adopt practices contributing to less carbon footprints.
6. To have a holistic development of students through social activities.
7. To create a responsible citizen toward societal development along with their own development.

### **B) Course Outcome:**

**CO1:** Understand the role of Government in Education, Environmental awareness, etc.

**CO2 :** Creating awareness about various NGOs working towards Education and Environmental awareness, etc.

**CO3 :** Create a sense of sensitivity towards unprivileged elements of the society.

**CO4 :** Participating in various social activities for education and environmental awareness.

**CO5 :** Indemnifying pollution free practices.

**CO6 :** Develop students holistically.

- Unit No. 1 Community work through Education** **8**
- 1.1 Teaching at Schools, Teaching at Orphanages, Teaching to poor children.
  - 1.2 study the role of government in the education sector.
  - 1.3 study the NGOs particularly working in education sector
- Unit No. 2 : Community Work for Slums** **6**
- 2.1 Learn the government facilities, NGOs which are working for the slums and try to connect to any NGO to study their work pattern .
- Unit No.3 : Community Work for Environment** **8**
- 3.1 Role of Govt. and NGOs which are working to save the environment, Initiatives like Clean your city drive, Cycle Day, Awareness of Dry and wet waste classification, Tree Plantation Drive, Environment awareness activities.
- Unit No 4: Community Work Participation:** **8**
- 4.1 Participate in community service trips/events organized at institute, state level etc.
  - 4.2 Volunteer at events like fundraising activities, fairs, festivals, slums, nonprofit organization
  - 4.3 Submit a report on a particular type of Community work related to Entrepreneurship Development activity.

**Recommended Books:**

- 1 Rhonda Phillips, Rtreboniooti An Introduction to Community Development 2014
- 2 Manohar S. Pawar Community Development in Asia and The Pacific 200

**Online Resources:**

**Website address**

- 1 <https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/tool-enterprise-directory.pdf>
- 2 <https://www.ahaprocess.com/solutions/community/events-resources/free->



## **SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A**

**(w. e. from June, 2023)**

**Name of the Programme: B.B.A.**

**Program Code : UBBA**

**Class : F.Y.B.B.A**

**Semester : I**

**Course Type : Indian Knowledge System (IKS)**

**Course Name : Indian Management Gurus and their contributions.**

**Course Code : BBA-137-IKS**

**No. of Lectures : 30**

**No. of Credits : 2**

### **A) Course Objectives:**

1. To give knowledge on the ethical values which helps in creating excellent business leaders.
2. To study the Indian management gurus and their contribution in management practices
3. To study resource management techniques implemented by various leaders.
4. To study methods of crises management.
5. To identify the methodology for brain storming and decision making adopted by Indian Leaders

### **B) Course Outcome:**

**CO1:** Provide ethical and excellent leadership to an organization

**CO2:** Manage the business activities by following the ethical ways of doing business.

**CO3** Manage and allocate resources in an optimum manner.

**CO4 :** To execute leadership in critical situations.

**CO5:** To learn management practices by different leaders.

Unit No.1 : Ratan Tata – Great Indian Industrialist

6

1.1. History

1.2. Contribution,

1.3. Case study.	
Unit No 2 : Shiv Khera : Great motivational speaker	6
2.1 History	
2.2 Contribution,	
2.3 Case study.	
Unit No 3 : N.R.Nrayana Murthy: Indian Billionaire Businessman	6
3.1 History	
3.2 Contribution,	
3.3 Case study.	
Unit No 4 : C.K.Prahalad: Indian American Entrepreneur and Author	6
4.1 History	
4.2 Contribution,	
4.3 Case study.	
Unit No 5. Ashwin Srdana : Youngest Entrepreneur and Business Tycoon in India	6
5.1 History	
5.2 Contribution	
5.3 Case Study.	

Online resources :

<https://www.jagranjosh.com/articles/top-10-management-gurus-of-all-time-1471419360-1>

<https://www.founderjar.com/top-entrepreneurs-of-india/>

<https://www.topexperts2z.com/2017/01/management-gurus-and-their-contributions.html>

<https://www.scribd.com/doc/49579485/Contributions-of-Management-Gurus-to-Total-Quality-Management>

<https://www.toolshero.com/toolsheroes/c-k-prahalad>

<https://globalgurus.org/management-gurus-30-2020/#:~:text=Philip%20Kotler,School%20of%20Management%20in%20Chicago.>

## Examination Pattern / Evaluation Pattern

### Teaching and Evaluation (for Major, Minor, AEC, VEC, IKS courses)

Course Credits	No. of Hours per Semester Theory/Practical	No. of Hours per Week Theory/Practical	Maximum Marks	CE 40 %	ESE 60%
1	15 / 30	1 / 2	25	10	15
2	30 / 60	2 / 4	50	20	30
3	45 / 90	4 / 6	75	30	45
4	60 / 120	4 / 8	100	40	60

### Teaching and Evaluation (for VSC, SEC & CC courses)

- Evaluation to be done by Internal & External Experts
- No descriptive end semester written examination
- Evaluation to be done at Department level preferably prior to commencement of Theory /Practical Examinations
- Evaluation to be done on the Skills gained by student