

SCHEME AND SYLLABUS OF BBA & EXAMINATION (NEP-2020)

Bachelor of Business Administration (Honours/Honours with Research)

**For Academic session 2024-25 of Affiliated Colleges of
DCRUST**



DEENBANDHU CHHOTU RAM UNIVERSITY OF SCIENCE & TECHNOLOGY
Murthal-131039, Sonipat (Haryana)
(Established Under Haryana Legislature Act No. 29 of 2006)
www.dcrustm.ac.in

3.4 BBA SCHEME OF STUDIES AND EXAMINATION (SEMESTER I/II)

FIRST YEAR: SEMESTER I													
Sr. No.	AICTE Course Type	Course code	Subject title	L	T	P	Credits	Evaluation Scheme				Total Marks	NEP-2020 Type
								Theory Marks	Internal Marks		Practical Marks		
									Minor	TCA			
1 Week Compulsory Induction Program (UHV-1)													
1.	CC-1	CCDMS1101C	Principles and Practices of Management	3	1	0	4	60	15	25	-	100	DSC
2.	CC-2	CCDMS1103C	Financial Accounting	3	1	0	4	60	15	25	-	100	DSC
3.	CC-3	CCDMS1105C	Managerial Economics	3	1	0	4	60	15	25	-	100	DSC
4.	AEC-1	AEDMS1101C	Business Communication-I	2	0	0	2	60	15	25	-	100	AEC
5.	AEC-2	AEDMS1103C	Digital Fluency	1	0	2	2	50	10	15	25	100	AEC
6.	VAC-1	VADMS1101C	Environmental Science and Sustainability	2	0	0	2	60	15	25	-	100	VAC
7.	MDE-1	--	One from the pool of MDE-I	2	0	0	2	60	15	25	-	100	MDC
8.	AEC-3	AEDMS1105C	# Additional Course – Personality Development-I,/Hindi-I/Foreign Languages-I (Students can opt any Foreign languages) [optional course]	1	1	0	0	30	10	10	-	50	AEC
23 Contact Hours							20						

Note- Any Elective Course will be offered only when at least 1/3rd of the class strength will opt for it.

POOL OF MDE-1 (MULTIDISCIPLINARY ELECTIVE COURSE)

MDE-1	Offering Dept.	Subject
IKS	IKS	Indian Knowledge System
CSE -I	CSE	Introduction to Artificial Intelligence
Humanities –I	Humanities	English for technical writing

The syllabus of MDE-1 Subjects will be designed by respective offering

departments.

FIRST YEAR: SEMESTER II													
Sr. No.	AICTE Course Type	Course code	Subject title	L	T	P	Credits	Evaluation Scheme				Total Marks	NEP-2020 Type
								Theory Marks	Internal Marks		Practical Marks		
									Minor	TCA			
1.	CC-4	CCDMS1102C	Organisational Behaviour	3	1	0	4	60	15	25	-	100	DSC
2.	CC-5	CCDMS1104C	Business Statistics	3	1	0	4	60	15	25	-	100	DSC
3.	CC-6	CCDMS1106C	Business Environment	3	1	0	4	60	15	25	-	100	DSC
4.	AEC-4	AEDMS1102C	Business Communication-II	2	0	0	2	60	15	25	-	100	AEC
5.	VAC-2	VADMS1102C	Disaster Management	2	0	0	2	60	15	25	-	100	VAC
6.	SEC-1	SEDMS1102C	IT Tools for Business	1	0	2	2	50	10	15	25	100	SEC
7.	MDE-2	--	One from the pool of MDE-II	2	0	0	2	60	15	25	-	100	MDC
8.	AEC-5	AEDMS1104C	#Additional Course – Personal Development-II, Hindi-II and Foreign Language-II (Students can opt any Foreign languages) [optional course]	1	1	0	0	30	10	10	-	50	AEC
							23 Contact Hours	20					

Note- Any Elective Course will be offered only when at least 1/3rd of the class strength will opt for it.

POOL OF MDE-2 (MULTIDISCIPLINARY ELECTIVE COURSE)

MDE-2	Dept.	Subject
Mathematics	MATH	Business mathematics
CSE -II	CSE	Data Base Management System
Humanities –II	Humanities	Media literacy and critical thinking

The syllabus of MDE-2 Subjects will be designed by respective offering

departments.

After Year 1, students are advised to take Social Responsibility & Community Engagement - encompassing Community Engagement with an NGO during vacation time.

Exit Criteria After First Year of the BBA Programme

The students shall have the option to exit after 1st year of the Business Administration Program and will be awarded a **UG Certificate in Business Administration**. Students on exit have to compulsorily complete an additional 04 Credits either in a Skill based subject or work-based Vocational Course offered during the summer term or an Internship/Apprenticeship/Social Responsibility & Community Engagement encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the respective University / Admitting Body. The exiting students will clear the subject / submit the Internship Report per the University schedule.

Re-entry Criteria into Second Year (Third Semester)

The student who takes an exit after one year with an award of certificate may be allowed to re-enter into the Third Semester to complete the BBA Program as per the respective University /Admitting Body schedule after earning requisite credits in the first year.

PRINCIPLES AND PRACTICES OF MANAGEMENT

CCDMS1101C

L T P Credit
3 1 0 4
Time: 3 hours

External Theory Marks : 60
Internal Marks : 40
Total Marks : 100

Course Objectives:

The objective of this course is to expose the students to basic concepts of management and to enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of management.

Course Outcomes:

After completing the course, students would be able to:

CO1: Learn basics of management, management approaches and contemporary issues.

CO2: Understand planning, strategies, policies and decision making.

CO3: Knowledge of organizing function, organizational structures and design, and leadership.

CO4: Explore concept of motivation and control as managerial function.

Course Contents:

Unit -I: Introduction – nature and process of management, principles and functions of management, basic managerial roles and skills, approaches to management – classical, human relations and behavioural, systems and contingency approaches; contemporary issues and challenges.

Unit-II: Planning and decision making – concept, purpose and process of planning, types of plans, strategic planning, tactical planning and operational planning, goal setting, MBO; decision making – nature and process, behavioural aspects of decision making, forms of group decision making in organizations.

Unit-III: Organizing and leading: elements of organizing – division of work, departmentalization, distribution of authority, coordination; organization structure and design; leadership – nature and significance, leadership styles, behavioural and situational approaches to leadership.

Unit-IV: Motivation; concept and nature; need hierarchy and ‘motivation-hygiene’ theories of motivation Management control – nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, controlling techniques.

Suggested Readings:

1. Pravin Durai, Principles of Management, Pearson Education.
2. Robbins, S.P., Coulter, M., Cenzo, D., Fundamental of Management, Pearson Education.
3. Griffin, Ricky W, Management, Biztantra.
4. Bhatt: Management, Oxford University Press.
5. Rao, VSP, Management, Excel Books.
6. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education.
7. Weihrich, Heinz and Harold Koontz, Management: A Global Perspective, McGraw Hill Education.
8. Daft, Management, Cengage Learning.

Note:

Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

**FINANCIAL ACCOUNTING
CCDMS1103C**

L T P Credit
3 1 0 4
Time: 3 hours

External Theory Marks : 60
Internal Marks : 40
Total Marks : 100

Course Objectives:

The main objective of this course is to promote an in-depth understanding the fundamentals of financial accounting concepts and practice as well as to enhance users' ability to apply such concepts to make better-informed managerial decisions.

Course Outcomes:

After completing the course, students would be able to:

- CO1: Understand the basics of financial accounting and journaling.
- CO2: Prepare ledger and trial balance for business organizations.
- CO3: Learn the basics of depreciation and methods of depreciation.
- CO4: Describe final accounts and accounting for non-profit organizations.

Course Contents:

Unit -I: Financial Accounting: Concept, importance, objectives, process and limitations of Accounting. Accounting Principles–Accounting Concepts and Accounting Conventions.

Unit-II: Journal: Concept of Journalizing, Rule of debit and credit applicable to different type of business transactions and types of accounts. Ledger: Meaning, rules regarding posting and comparison between Journal and ledger.

Unit-III: Trail Balance: Meaning and importance of trial balance, Posting and Preparation of trial balance. Depreciation: Meaning causes, accounting procedure, methods of computing depreciation – straight line method and diminishing balance method.

Unit-IV: Final Accounts without adjustments: Trading account, profit & loss account and balance sheet. Receipt & payment account, Preparation of Balance sheet for non-profit organizations.

Suggested Readings:

1. Dhamija, S. Financial Accounting for Manager, Pearson Education.
2. Maheshwari, S.N. and Maheshwari, S.L.; Accounting for Managers, Vikas Publishing House.
3. Gupta R.L. and Radhaswamy M.; Financial Accounting, Sultan Chand and Sons.
4. Ramachandran, N. & Kakani, R.K.; Financial Accounting for Management, McGraw Hill Education.
5. P.C Tulsian, Financial Accounting, Pearson Education.
6. Shukla M.C., Grewal T.S. and Gupta S.C.; Advanced Accounts, S. Chand and Company.
7. Narayanaswamy, R.; Financial Accounting - A Managerial Perspective, PHI Learning.
8. Gupta, Ambrish; Financial Accounting for Management: An Analytical Perspective, Pearson Education.
9. Monga J.R., Ahuja Girish and Sehgal Ashok: Financial Accounting, Mayur Paper Back.

Note:

Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

MANAGERIAL ECONOMICS CCDMS1105C

L T P Credit
3 1 0 4
Time: 3 hours

External Theory Marks : 60
Internal Marks : 40
Total Marks : 100

Course Objectives:

The objective of this course is to acquaint students with the basic concepts of microeconomics. Students will be able to develop an understanding of various concepts and theories of microeconomics and will also learn to apply these theories for better business decision-making.

Course Outcomes:

After completing the course, students would be able to:

CO1: Understand the basic concepts of micro economics.

CO2: Gain insight into concepts of demand and consumer behavior.

CO3: Illustrate production and cost analysis.

CO4: Describe different market structures and pricing mechanism.

Course Contents:

Unit -I: Nature, Scope and Significance of Microeconomic; Micro & Macro Economics; Evolution of Economic Theories: An Overview; Concept of Equilibrium- Static and Dynamic, Central Problems of an Economy, Objectives of a Firm.

Unit-II: Theory of Demand: Meaning, Law of Demand, Types of Demand, Determinants of Demand; Elasticity of Demand, Measurement of Elasticity of Demand and its Implications in Decision-Making Process; Introduction to Demand Forecasting; Analysis of Consumer Behaviour: Cardinal and Ordinal Utility Approach

Unit-III: Production and Cost Analysis: Meaning of Production; Production Function, Least Cost Combination of Inputs; Returns to Factor and Returns to Scale; Economies of Scale: Internal and External; Cost Concepts: Theory of Cost in Short and Long Run.

Unit-IV: Market structure: Perfect Competition, Features, Determination of price under perfect competition; Monopoly: Feature, Pricing under monopoly, Price discrimination; Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership; Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation; Price and Non-Price Competition.

Suggested Readings:

1. Ahuja, H.L, Advanced Economic Theories-Microeconomic analysis, S.Chand.
2. Agarwal, Vanita, Managerial Economics, Pearson Education.
3. Salvatore, Dominick, Theory and Problems of Microeconomics Theory, McGraw Hill Education.
4. Pindyck, R., Rubinfeld, D, Microeconomics, Pearson Education.
5. Samuelson, Paul, Microeconomics, McGraw Hill Education.
6. Keat, Paul G., Managerial Economics: Economic Tools for Today's Decision Makers, Pearson Education.
7. Hirschey, Mark, Managerial Economics: An Integral Approach, Cengage Learning.

Note:

Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

BUSINESS COMMUNICATION-1

AEDMS1101C

L T P Credit

2 0 0 2

Time: 3 hours

External Theory Marks : 60

Internal Marks : 40

Total Marks : 100

Course Objectives:

To provide an overview of verbal, non-verbal and written communication to the students for making them effective managers

Course Outcomes:

After completing the course, students would be able to:

CO1: Have knowledge regarding basics of business communication and barriers to communication.

CO2: Learn listening skills, oral communication, and non-verbal communication.

CO3: Describe written communication, memos, notices, and circulars.

CO4: Illustrate report preparation, brochures, meetings and curriculum vitae.

Course Contents:

Unit -I: Business Communication: Nature and process, factors of communication, forms of communication, importance of communication in business,

Unit-II: Communication networks, communication barriers, overcoming barriers to communication.

Unit-III: Communication Skills: Listening skills - process of listening, barriers to listening, overcoming listening barriers

Unit-IV: Reading skills, oral communication, non-verbal communication.

Suggested Readings:

1. Koneru, Arun, Professional Communication, McGraw Hill Education.
2. Mehra, Payal, Business Communication for Managers, Pearson Education.
3. Sethi, A. and Adhikari, B., Business Communication, McGraw Hill Education.
4. Chaturvedi and Chaturvedi, The Art and Science of Business Communication, Pearson Education.
5. Verma, Shalini, Business Communication: Essential Strategies for Twenty-first Century Managers, Vikas Publishing House.
6. Sinha, K.K., Business Communication, Taxmann Publication.
7. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House.

Note:

Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

DIGITAL FLUENCY
AEDMS1103C

L T P Credit
1 - 2 2
Time: 3 hours

External Theory Marks : 50
Internal Marks : 25
External Practical Marks : 25
Total Marks : 100

Course Objectives:

This paper will help the students to learn the basic of computer system, hardware, software and its applications.

Course Outcomes:

After completing the course, students would be able to:

CO1: Understand basics of computer system and classification of computer memory.

CO2: Learn about number system and its conversion methods, input devices and output devices.

CO3: Illustrate about software, writing algorithm, designing flowcharts, decision trees and decision tables.

CO4: Describe the concepts of multimedia and impact of computers in different areas.

Course Contents:

Unit -I: Introduction to Computer: Definition, Characteristics, Generation of Computers, Capabilities and Limitations; Basic Components of a Computer System-Control Unit, ALU, Input/output functions and characteristics; Memory: Introduction, Classifications; Storage units

Unit-II: Software and its classification: Introduction to Operating System and its functions; Software and its different types; Programming Languages Types and characteristics; Compiler, Interpreter and Assembler

Unit-III: Computer Networks: Evolution, Advantages, types of computer networks, Basic components of computer networks, Internet: Concept, features, how it works, Internet applications in business

Unit-IV: Introduction to multimedia: concept, components, uses and advantages, Tools of multimedia, Impact of computers on society, education, business, entertainment, etc., Health issues in use of computers.

Suggested Readings:

1. Dhunna, Mukesh and Dixit, J. B., Information Technology in Business Management, University Science Press, New Delhi.
2. ITL ESL, Introduction to Information Technology, Pearson Education
3. Norton, Peter, Introduction to Computers, Pearson Education.
4. Leon & Leon, Introduction to Computers, Vikas Publishing House.
5. Rajaraman, V., Fundamentals of Computers, PHI Learning.

Note:

Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

ENVIRONMENTAL SCIENCE AND SUSTAINABILITY
VADMS1101C

L T P Credit
2 0 0 2
Time: 3 hours

External Theory Marks : 60
Internal Marks : 40
Total Marks : 100

Course Objectives:

The objective of this course is to sensitize towards the overall business environment within which organization has to function and to provide insight to students of its implication for decision making in business organizations.

Course Outcomes:

After completing the course, students would be able to:

CO1: Understand the basic concepts of environmental studies and role of an individual in conservation of natural resources.

CO2: Know about the ecosystems, types of pollution and preventive measures.

CO3: Illustrate the social issues for sustainable development.

CO4: Learn about the environmental legislation.

Course Contents:

Unit -I: Environmental studies – Nature, scope and importance, natural resources – renewable and non- renewable resources, use and over-exploitation/over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles.

Unit-II: Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; various types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems, Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions, role of an individual in prevention of pollution.

Unit-III: Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, Wasteland reclamation, consumerism and waste products.

Unit-IV: Environmental legislation – Environment Protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, public awareness.

Suggested Readings:

1. Basak P.C., Environmental Studies, Pearson India Education Services Pvt. Ltd., Noida
2. Nath Manju, Environmental Studies, Pearson India Education Services Pvt. Ltd., Noida
3. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi.

Note:

Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

ORGANISATIONAL BEHAVIOUR
CCDMS1102C

L T P Credit
3 1 0 4
Time: 3 hours

External Theory Marks : 60
Internal Marks : 40
Total Marks : 100

Course Objectives:

To provide students with a better understanding of behavioural processes and thereby enable them to function more effectively in their future roles as managers of human resources.

Course Outcomes:

After completing the course, students would be able to:

CO1: Understand the concepts, evolution and challenges for organizational behavior.

CO2: Learn about individual behavior and processes.

CO3: Analyze the management of the group behavior in the organization.

CO4: Describe organizational processes and stress management.

Course Contents:

Unit -I: Introduction: Definition and concepts of Organizational Behaviour, nature and scope of OB, elements of OB, contributing disciplines to OB, challenges for OB, evolution of OB.

Unit-II: Individual processes: Attitudes - concept, sources, types; Values- concept, types, determinants; Perception – concept, process and factors affecting perception; Personality - concept, determinants, theories of personality; Learning – concept and theories of learning.

Unit-III: Group processes: Motivation – concept and theories of motivation; Group behaviour – concept, types of group, group development, group behaviour; Teams - types, team building process, team roles; Conflict – definition, sources, types, process, management; Organizational power – meaning, sources, acquisition of power.

Unit-IV: Organizational processes and Stress management: Organizational culture – concept, significance, types, creating and maintaining culture; Organizational change – concept, resistance to change, managing resistance to change; Organizational development – meaning, characteristics, objectives, process; Stress – nature, symptoms, sources, consequences and management.

Suggested Readings:

1. Robbins Judge and Vohra, Organizational Behaviour, Pearson, New Delhi.
2. Khanka S S, Organizational Behavior, S.Chand & Company Pvt. Ltd., New Delhi.
3. Greenberg Jerald, Behavior in Organizations, PHI, New Delhi.
4. Parikh and Gupta, Organisational Behaviour, Mc Graw Hill, New Delhi.
5. Pareek Udai, Understanding Organizational Behaviour, Oxford University Press, New Delhi.
6. Aswathappa K., Organisational Behaviour, Himalaya Publishing House, New Delhi.
7. Luthans, F. Organizational Behavior, McGraw Hill Education.
8. Hersey Paul, Blanchard, Kenneth H and Johnson Dewey E. Management of Organizational Behavior: Leading Human Resources, Pearson Education.

Note:

Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

BUSINESS STATISTICS
CCDMS1104C

L T P Credit
3 1 0 4
Time: 3 hours

External Theory Marks : 60
Internal Marks : 40
Total Marks : 100

Course Objectives:

The objective of the course is to make the students familiar with basic statistical techniques and their applications in managerial decision making.

Course Outcomes:

After completing the course, students would be able to:

CO1: Understand the basics of statistics.

CO2: Learn the measures of central tendency and dispersion.

CO3: Analyze the association between the variables using correlation and regression.

CO4: Have knowledge and computation of index numbers and time series.

Course Contents:

Unit -I: Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, types and construction of tables, significance, types and construction of diagrams and graphs

Unit-II: Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency, different measure, viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; measure of variation viz. range, quartile deviation, mean deviation, and standard deviation, co-efficient of variation.

Unit-III: Correlation and regression: simple correlation between two variables (grouped and ungrouped data), Karl Pearson's coefficient of correlation, rank correlation concept of regression, regression lines, difference between correlation and regression.

Unit-IV: Index numbers and time series: Index number and their uses in business; construction of simple and weighed indices: Laspeyre's, Paasche's, Fisher's.

Suggested Readings:

1. Gupta, S.P. & Gupta, M.P., Business Statistics, Sultan Chand & Sons, New Delhi
2. Bajpai, Naval, Business Statistics, Pearson Education.
3. David M. Levine, Timothy C. Krehbiel, Mark L. Berenson, P.K. Viswanathan, Business Statistics: A First Course, Pearson Education.
4. Anderson, David Ray, Sweeney Dennis J. and Williams, Thomas Arthur, Statistics for Business and Economics, Cengage Learning.
5. Sharma, J.K., Business Statistics, Vikas Publication House Pvt. Ltd.

Note:

Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

BUSINESS ENVIRONMENT
CCDMS1106C

L T P Credit
3 1 0 4
Time: 3 hours

External Theory Marks : 60
Internal Marks : 40
Total Marks : 100

Course Objectives:

The objective of this course is to sensitize towards the overall business environment within which organization has to function and to provide insight to students of its implication for decision making in business organizations.

Course Outcomes:

After completing the course, students would be able to:

- CO1: Obtain knowledge and understand the concepts of business environment.
- CO2: Learn about the industrial policy developments, MSMEs and industrial sickness.
- CO3: Understand development banking, SEBI and NBFIs.
- CO4: Analyze the BOP, Foreign investment, and globalization.

Course Contents:

Unit -I: Nature, components and determinants of business environment; basic nature of Indian economic system; growth of public and private corporate sector.

Unit-II: Review of industrial policy developments and pattern of industrial growth since 1991; industrial licensing policy; public sector reforms; privatization and liberalization trends; growth and problems of MSMEs; industrial sickness.

Unit-III: Development banking: an overview and current developments; regulation of stock exchanges and the role of SEBI; capital market reforms; banking sector reforms; challenges facing public sector banks; growth and changing structure of non-bank financial institutions.

Unit-IV: Trend and pattern of India's foreign trade and balance of payments; Foreign trade policy; India's overseas investments; policy towards foreign direct investment; globalization trends in Indian economy; role of MNCs.

Suggested Readings:

1. Aswathappa, K. "Essentials of Business Environment" Himalaya Publishing House, New Delhi.
2. Bedi, Suresh, "Business Environment", Excel Book, New Delhi
3. Gopal, Namita, "Business Environment", Tata McGraw Hill, New Delhi
4. Cherunilum F., Business Environment, Himalaya Publishing House, New Delhi
5. Ghosh Biswanath, Economic Environment & Business, Vikas Publishing House, New Delhi
6. Sengupta N.K., Government and Business, Vikas Publishing House, New Delhi
7. Govt. of India, Economic Survey (latest year)
8. Dutt, Ruddra and Sundaram, K.P.M., "Indian Economy", S.Chand & Co.Ltd., New Delhi.

Note:

Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

BUSINESS COMMUNICATION-II
AEDMS1102C

L T P Credit
2 0 0 2
Time: 3 hours

External Theory Marks : 60
Internal Marks : 40
Total Marks : 100

Course Objectives:

To provide an overview of verbal, non-verbal and written communication to the students for making them effective managers.

Course Outcomes:

After completing the course, students would be able to:

CO1: Have knowledge regarding basics of business communication and barriers to communication.

CO2: Learn listening skills, oral communication, and non-verbal communication.

CO3: Describe written communication, memos, notices, and circulars.

CO4: Illustrate report preparation, brochures, meetings and curriculum vitae.

Course Contents:

Unit -I: Written Communication: Principles of effective business writing, Different forms of written communication in business, Steps of the writing process.

Unit-II: Business letter components and layout; process of letter writing, types of letters, memos, notices and circulars

Unit-III: Business Reports: Features, process of writing report, importance, types of reports, structures of business reports

Unit-IV: Brochures, agenda of meeting, minutes of meeting, preparing Curriculum Vitae.

Suggested Readings:

1. Koneru, Arun, Professional Communication, McGraw Hill Education.
2. Mehra, Payal, Business Communication for Managers, Pearson Education.
3. Sethi, A. and Adhikari, B., Business Communication, McGraw Hill Education.
4. Chaturvedi and Chaturvedi, The Art and Science of Business Communication, Pearson Education.
5. Verma, Shalini, Business Communication: Essential Strategies for Twenty-first Century Managers, Vikas Publishing House.
6. Sinha, K.K., Business Communication, Taxmann Publication.
7. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House.

Note:

Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

DISASTER MANAGEMENT VADMS1102C

L T P Credit
2 0 0 2
Time: 3 hours

External Theory Marks : 60
Internal Marks : 40
Total Marks : 100

Course Objectives:

The paper seeks to equip the students about different types of disasters and how to mitigate the risk by using disaster management techniques.

Course Outcomes:

After completing the course, students would be able to:

CO1: Learn the basic concepts of disaster and disaster response.

CO2: Know about disaster management agencies, functions and latest technological equipments to combat disasters.

CO3: Describe the different aspects of relief, rehabilitation, recovery and role of NGOs in managing disasters.

CO4: Illustrate the applications and future of disaster management.

Course Contents:

Unit -I: Introduction: Definition of disaster; general effects of disaster; causal factors, disasters and development (cause and effect) meaning of disaster management; types of disasters/hazards: natural, anthropogenic, sociological technological, transport, climate change; social and psychological dimensions of disasters, coping with stress, anxiety and fears; technology and disaster management and latest technological equipments; Disaster Response: Reasons for concern, objectives.

Unit-II: Disaster Management: Disaster management agencies and their functions; disaster Risk management: definition, need, obstacles, disaster relief and factors, international approach to integrated disaster risk management; risk mitigation strategies, participatory assessment of disaster risk, disaster reduction; communicable diseases occurring after natural disasters, their prevention. Mass casualty management, technology and disaster management and latest technological equipments to combat disasters.

Unit-III: Relief, Rehabilitation, Recovery: Relief, rehabilitation, displacement and development, priorities and opportunities in rehabilitation and reconstruction, relevance of mitigation and its techniques, mitigation measures, people's participation, disaster recovery: business continuity planning, role of NGOs in managing disasters.

Unit-IV: Applications and Future of Disaster management: Bio-terrorism: meaning, threat assessment, GIS and epidemiology, advantages of GIS and its applications in health; India's natural disaster's proneness, management of disasters in India: institutional and policy framework; disaster planning, significance of disaster risk reduction, Government policies on the same, strategies presently being adopted; A brief overview of the disaster management act.

Suggested Readings:

1. M. Saravana Kumar, Disaster Management, Himalaya Publishing House
2. Satish Modh, Introduction to Disaster Management, Macmillan
3. Satish Modh, Citizen's guide to Disaster Management, Macmillan
4. Tushar Bhattacharya, Disaster Science and Management, McGraw Hill Education.

Note:

Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

IT TOOLS FOR BUSINESS

SEDMS1102C

L T P Credit

1 - 2 2

Time: 3 hours

External Theory Marks : 50

Internal Marks : 25

External Practical Marks : 25

Total Marks : 100

Course Objectives:

This course is designed to enable students develop IT tools that are a pre-requisite today's work environment. With greater human-computer interaction in each sphere of work, this course will equip them with basic computing skills that will enhance their employability in general.

Course Outcomes: After completing the course, students would be able to:

CO1: Understand of MS-Word and working with its different features.

CO2: Design PowerPoint presentation with MS-PowerPoint using its different features.

CO3: Have knowledge of MS-Excel and working with functions, formulae and graphs.

CO3: Manage MS-Excel and working with its options.

Course Contents:

Unit -I: Working with MS Word: Understanding MS Word window and its components, Creating work documents, formatting and managing text, formatting and managing paragraphs, working with style sets, working with lists and tables, sorting of paragraphs, lists and tables, inserting charts and pictures, managing page layout and background, Using SmartArt, Using Mail Merge, Checking spelling and grammar, Managing comments, footnotes and endnotes, Tracking changes in documents, Managing Header and Footer, Adding security passwords to word documents, printing word documents, Working with Word Options.

Unit-II: Introduction to MS PowerPoint: Understanding MS PowerPoint window and its components, Different views of PowerPoint window, Working with Slides and slide layout, Inserting text, picture, graphics, charts in slides, inserting audio and video in slides, adding notes to slides, manipulating slide design and styles, setting slide layout, Managing slide transitions, Adding animation effects to slide components, Setting up of slide shows, printing slides, handouts and notes, Working with PowerPoint Options.

Unit-III: Introduction to MS Excel: Understanding MS Excel window and its components, working with Sheets, Cell referencing, Working with cells and cell range, Using Cut, Copy, Paste and Paste Special, Using Autofill options, Formatting cell contents, Cell Styles and Conditional formatting, Sorting and filtering of data, working with charts and graphs, Basic functions, formulas – Mathematical Functions : Sum(), Product(), ABS(), Fact(), Int(), Sumif(), Power(), Mod(), Round(), Trunc().

Unit-IV: Managing MS-Excel: Managing page layouts and printing of excel sheets, managing worksheet header and footer, adding security passwords to excel sheets, Switching Between Sheets in a Workbook, Inserting and Deleting Worksheets, Renaming and Moving Worksheets, Hiding Columns, Rows and Sheets, Splitting and Freezing a Window, Working with Excel Options.

Suggested Readings:

1. Curtis Frye, Microsoft Excel 2016 Step by Step, Pearson Education, New Delhi
2. Lambert, Joan and Cox, Joyce, MOS 2010 Study Guide For Microsoft Word Excel PowerPoint & Outlook, PHI Learning.
3. Walkenbach, John, Microsoft Excel 2010 Bible (With CD), Wiley Publishing

Note:

Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

