



સૌરાષ્ટ્ર યુનિવર્સિટી

એકેડેમિક વિભાગ

યુનિવર્સિટી કેમ્પસ, યુનિવર્સિટી રોડ, રાજકોટ - ૩૬૦ ૦૦૫

ફોન નં.(૦૨૮૧)૨૫૭૮૫૦૧ એક્સટે. નં. ૨૦૨, ૩૦૪, ફેક્સ નં.(૦૨૮૧)૨૫૭૬૩૪૭ E-mail Id: academic@sauuni.ac.in

નં.એકે./ બિઝનેશ મેનેજમેન્ટ/૨૪૦૫૦૬૭ /૨૦૨૪

તા:- ૨૩/૦૫/૨૦૨૪

બિઝનેશ મેનેજમેન્ટ

પરિપત્ર:-

આથી સૌરાષ્ટ્ર યુનિવર્સિટીની બિઝનેશ મેનેજમેન્ટ વિદ્યાશાખા હેઠળ સ્નાતક કક્ષાના અભ્યાસક્રમ ચલાવતી સર્વે સંલગ્ન કોલેજોના આચાર્યશ્રીઓને સવિનય જણાવવાનું કે, NEP- 2020 અંતર્ગતનો SOP મુજબ B.B.A.નો સેમેસ્ટર '૩' અને '૪'નો અભ્યાસક્રમ ચેરમેનશ્રી દ્વારા બિઝનેશ મેનેજમેન્ટ વિદ્યાશાખા હેઠળની વિવિધ વિષયની અભ્યાસ સમિતિઓ, બિઝનેશ મેનેજમેન્ટ વિદ્યાશાખા, એકેડેમિક કાઉન્સિલ તથા બોર્ડ ઓફ મેનેજમેન્ટની બહાલીની અપેક્ષાએ મંજૂર કરવા માન.કુલપતિશ્રીને ભલામણ કરેલ જે માન.કુલપતિશ્રીએ મંજૂર કરેલ છે. જેથી સર્વે સંબંધિતોએ તેનો તે મુજબ અમલ કરવાનો રહેશે.

(મુસદ્દો કુલસચિવશ્રીએ મંજૂર કરેલ છે.)

બિડાણ:- ઉક્ત અભ્યાસક્રમ (સોફ્ટ કોપી)

પ્રતિ,

૧. બિઝનેશ મેનેજમેન્ટ વિદ્યાશાખા હેઠળ સ્નાતક કક્ષાના અભ્યાસક્રમો ચલાવતી સર્વે સંલગ્ન કોલેજોના આચાર્યશ્રીઓ તરફ રવાના...
૨. બિઝનેશ મેનેજમેન્ટ વિદ્યાશાખા હેઠળની વિવિધ વિષયની અભ્યાસ સમિતિના સભ્યશ્રીઓ તરફ...

નકલ જાણ અર્થે રવાના:-

માન.કુલપતિશ્રી/કુલસચિવશ્રીના અંગત સચિવશ્રી

નકલ રવાના:- (જરૂરી કાર્યવાહી અર્થે)

૧. પરીક્ષા નિયામકશ્રી,
૨. ડાયરેક્ટશ્રી, કોમ્પ્યુટર સેન્ટર(વેબસાઈટ ઉપર પ્રસિદ્ધ કરવા અર્થે)

સહી/-

(ડૉ.આર.જી.પરમાર)

I/c.કુલસચિવ

રવાના કર્યું


૨૩/૦૫/૨૪
એકેડેમિક ઓફિસર



SAURASHTRA UNIVERSITY

RAJKOT

(Accredited Grade B by NAAC)



**Faculty of Business Management
Curriculum and Credit Framework**

Semester – III & IV

for

Bachelor of Business Administration (B.B.A.)

As Per National Education Policy - 2020

Effective From

June – 2024 (As Per SOP)



Saurashtra University, Rajkot
Faculty of Business Management

BBA Curriculum as Per NEP - 2020

B.B.A. Semester - III

Sr. No	Course Category	Course Title	Credit	Theory	Practical	IM	EM	Total
1	Major/Core	Financial Management	4	4	-	50	50	100
2	Major/Core	Human Resource Management	4	4	-	50	50	100
3	Major/Core	Marketing Management	4	4	-	50	50	100
4	SEC	Select Any One			-			
		1. Business Startup and Innovation	2	2	-			
		2. Tally ERP		1	2			
		3. Creative Writing		2	-	25	25	50
5	IKS (University Basket) *	Indian Entrepreneurs & Industrial Management	2	2	-	25	25	50
6	MDC	Statistics for Business Decisions	4	4	-	50	50	100
7	AEC	Select Any One			-			
		1. Personality Development and Corporate Skills 2. Public Speaking	2	2		25	25	50
			22			275	275	550

* University Letter No. AK/7251/2023 Dated 14.09.2023

B.B.A. Semester - IV

Sr. No	Course Category	Course Title	Credit	Theory	Practical	IM	EM	Total
1	Major/Core	Advertising & Brand Management	4	4	-	50	50	100
2	Major/Core	Banking and Finance	4	4	-	50	50	100
3	Major/Core	Organizational Behaviour	4	4	-	50	50	100
4	Minor	Economics for Decision Making	4	4	-	50	50	100
5	SEC	Entrepreneurship Development	2	2	-	25	25	50
6	AEC	Select Any One						
		1. Managerial Communication 2. French 3. Life Skill	2	2		25	25	50
		1. Sports & Fitness	2	1	2			
7	VAC	2. Ayurveda & Nutrition	2	2	0			
		3. NSS (As per University Basket)	2	-	-			
		4. NCC (As per University Basket)	2	-	-	25	25	50
			22	-	-	275	275	550

Note: Internal Evaluation as per SOP Guidelines of Saurashtra University, Rajkot Letter No. AK/90882/2023 Dated: 10.10.2023



CURRICULUM

For

B.B.A.

Semester – 3

(With effective from June - 2024)



Bachelor of Business Administration (B.B.A.)			Semester - III
Course Title: Financial Management	Course Code:	Type of Course: Core	
Credit: 04	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 hours

COURSE OUTCOMES:

After studying this course, students will be able to

- Conceptualize Financial Management and identify objectives of Financial Management
- Apply techniques of compounding and discounting for taking financial decisions
- Understand the dynamics of changing role of Finance manager
- Use capital budgeting methods to evaluate long term investment projects
- Estimate working capital requirements of a business firm
- Compare and contrast different sources of fund based on cost of capital
- Measure cost of different sources of fund and understand their implications
- To design optimum capital structure using EBIT and EPS analysis

Pedagogy: classroom lectures, problem solving exercises, case studies

Unit - 1	Introduction to Financial Management	Hours: 12
	Meaning, Definitions, Functions/Scope (Traditional v/s Modern approach), Objectives of Financial Management- Profit Maximization and Wealth Maximization, Emerging role of Finance Manager, Time Value of Money: Concept; Compounding and discounting techniques; concepts of annuity and perpetuity	
Unit – 2	Long Term Investment Decisions	Hours: 12
	Meaning, significance and process of Capital Budgeting Evaluation Techniques – Average Rate of Return Method, Pay Back Method, Net Present Value Method, Internal Rate of Return Method, Terminal Value Method, Profitability Index Method (including merits, demerits and practical problems)	
Unit - 3	Working Capital Management	Hours: 12
	Meaning and concepts of working capital, need for working capital (including operating cycle concept), Factors determining working capital, Estimation of working capital; Financing of working capital, A brief idea on Inventory Management, Cash Management and Inventory Management (only concept and objectives/ significance)	
Unit – 4	Sources of Finance and Cost of Capital	Hours: 12
	Sources of Finance: Equity Shares, Preference Shares, Debenture, Term Loans, Retained earnings. Bridge finance, Venture Capital Financing – Lease Finance; comparative analysis of sources of finance Cost of Capital: Meaning and concepts, Measurement of cost of capital – cost of debt, cost of preference shares, cost of equity shares, cost of retained earnings, overall cost of capital (WACC)	
Unit – 5	Capital Structure and Leverage	Hours: 12
	Concept of financial structure and capital structure, types/patterns, ideal capital structure, determinants of capital structure	



Leverage: Concept of leverage, Operating Leverage, Financial Leverage (Simple problems should be asked)

Skill Development Activities: seminars, group discussions, projects, group exercises on practical applications of the concepts of Finance

REFERENCES

- Financial Management: Khan & Jain, Tata McGraw Hill Publishing Co.
- Financial Management: I M Pandey, Vikas Publishing House, New Delhi.
- Fundamentals of Financial Management: Prasanna Chandra, Tata Mc Graw Hills
- Financial Management: S N Maheshwari, Sultan Chand & Sons, New Delhi
- Financial Management: Ravi Kishor, Taxmann's Allied Services Pvt. Ltd. Delhi
- Financial Management: Pratapsinh Chauhan, Shanti Prakashan, Ahmedabad
- Financial Management: S. Bhatt, Excel Books
- Basic Financial Management: Saha, Tapas Rajan, World Press.
- Fundamentals of Financial Management: Bhabatosh Banerjee, Prentice Hall
- Essentials of Financial Management: George E Picha, Haper & Row
- Financial Management and Policy: James Van Horne, Prentice Hall of India



Bachelor of Business Administration (B.B.A.)		Semester – III	
Course Title: Human Resource Management	Course Code:	Type of Course: Major	
Credit: 04	Theory: 04 Hours	Practical: NIL	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

- Understand the basic concepts of Human Resource Management.
- Be aware of the emerging issues in the field of Human Resource Management
- Plan manpower requirements based on job analysis
- Prepare job descriptions
- Identify training needs
- Design training programmes
- Evaluate jobs and price them
- Understand concept and design various methods of performance appraisal
- Identify a suitable method of performance appraisal

Pedagogy: Theory, Exercise

Unit - 1	Introduction to HRM	Hours: 12
	Introduction to HRM and HRD, Functions of HRM, Characteristics & Importance/ Significance of HRM. HR Policy, HR Accounting Changing environment of HRM	
Unit – 2	Acquiring the human resources	Hours: 12
	HR Planning –Concept, Process, and Importance. Job Analysis – Concept, Job Description, Job Specification, Job design. Recruiting Employees-Developing Job Descriptions, Advertising Job Openings, Establishing Hiring Criteria Hiring Employees-Reviewing Resumes, Preparing Interview Questions, Testing Job Applicants Placement & Induction	
Unit - 3	Training & Development	Hours: 12
	Concept, scope, importance, objectives and assessment of training., Process of Training– Steps in Training, Identification of Job Competencies, Career development– Career development cycle, Succession planning.	
Unit – 4	Compensation	Hours: 12
	Concept of Wage and Salary, Factors affecting it, job evaluation –concept and methods types of compensation plans	
Unit – 5	Performance Appraisal	Hours: 12
	Meaning and Concept, Importance, Traditional and Modern Methods of Appraisal, ethical approaches in performance appraisal, online appraisals	

Skill Development Activities: Practical Applications.

- Case studies from Human Resource Management (Text & Cases) latest edition (or 8th Edition) Tata McGraw Hill.
- Case studies from Personnel Management (Text & Cases) latest edition, Himalaya Publication House.



REFERENCES

- A Handbook of Human Resource Management, Micheal Armstrong, Kogan Page India
- Essentials of Human Resource Management and Industrial Relations, Text, Cases and Games, P. Subba Rao, Himalaya Publishing House
- Human Resource Management (Text & Cases) latest edition (or 8th Edition) Tata McGraw Hill.
- Human Resource Management, John M. Ivancevich, Sp. Indian Ed, The Mac Graw Hill Company
- Human Resource Management, L.M. Prasad, Sultanchand and Sons
- Human Resource Management, P.Subba Rao, Himalaya Publishing House
- Human Resource Management, Shashi.K. Gupta and Rosy Doshi, Kalyani Publishers
- Human Resource Managemen text and cases, V.S.P rao, 3rd ed; Excel Books
- Personnel Management (Text & Cases) latest edition, Himalaya Publication House.



Bachelor of Business Administration (B.B.A.)			Semester - III
Course Title: Marketing Management	Course Code:		Type of Course: Major
Credit: 04	Theory: 04 Hours	Practical: NIL	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

- Understand the fundamental concepts and principles of marketing and the contribution of marketing to the business enterprise.
- Describe major bases for segmenting consumer markets; define and be able to apply market segmentation, target marketing and market positioning.
- Describe the major types of consumers buying behaviour, the stages in the buyer decision process. Understand how firms' marketing strategies evolve and adapt to match consumer behaviour and perceptions.
- Illustrate how the trade system, economic, political-legal and cultural environments affect a company's marketing decisions.
- Product (e.g., classification of products and services), the stage in the product life cycle and the competitive environment; Describe the steps in the new-product development (NPD) process.
- Identify the costs and benefits of marketing channels; discuss the firms and the functions involved in typical channels. And the types of channel members involved and their functions.
- Understand the various costs involved in pricing products and study the factors involved in the process of forming pricing strategies.
- Identify the roles of advertising, sales promotion, public relations, personal selling and direct marketing in the promotion mix.
- The topics in the course should be discussed in relations to real marketing practices within and outside India.

Pedagogy: Lectures, Case Studies, Student Discussions and interactions

Unit - 1	Unit 1: Introduction to Marketing Management	Hours: 12
	Concept, meaning, nature and Importance of marketing management. Core concepts of Modern Marketing, Concepts of marketing Exchange, product, production, selling, marketing and societal marketing concepts. Difference between marketing-selling- societal marketing concept, Brief idea of Marketing Mix.	
Unit – 2	Unit 2: STP – Segmentation, targeting and positioning.	Hours: 12
	Market segmentation – Concept, significance and bases for segmenting consumer market (consumer characteristics and product characteristics approach). Market targeting – concept and strategies of targeting. Positioning – concept, process.	
Unit - 3	Unit 3: Consumer Behaviour and Marketing Environment	Hours: 12
	Consumer Behaviour: Concept, Importance, Factors affecting consumer behaviour (Cultural, Social, personal and psychological factors), Buying decision process – meaning, stages Marketing Environment – Concept, Internal and External factors	
Unit – 4	Unit 4: Product and Distribution Decisions	Hours: 12
	Product – concept, Product Mix –product line, New Product development – Concept, Process, Product Life cycle – concept and strategies Physical distribution – concept and importance, Channel of distribution – concept, types and factors, Middlemen – types and services provided by middlemen.	



Unit – 5	Unit 5: Pricing and Promotion Decisions	Hours: 12
	Pricing – Concept of pricing, objectives and factors affecting pricing, price setting methods Promotion – concept, factors affecting promotion decision, Brief idea of Advertising, Personal selling, Sales Promotion, Publicity and Public Relation. (Concept and Features)	
Skill Development Activities: Case Studies, Role Plays, Analyzing Company Strategies, Expert Talks, Seeing Videos on Recent Developments.		

REFERENCES

1. R. B. Rudani, Basics of Marketing Management, S. Chand & Company, New Delhi, 2015
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy, and MithileshwarJha, Marketing Management, 14th edition, Person education, New Delhi, 2012
3. S.A. Sherlekar, Marketing Management, Himalaya Publishing House, Mumbai, India, 2009
4. V. S. Ramaswamy and S. Namakumari, Marketing Management, Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi, 2010
5. John Quelch, and Kasturi Rangan, Marketing Management: Text and Cases, Tata McGraw-Hill, New Delhi, 2005
6. Internet Sources
7. R. Shrinivasan, Case studies in Marketing, The Indian Context, PHI Learning, Private Limited, New Delhi, 2012



Bachelor of Business Administration (B.B.A.)			Semester - III
Course Title: Statistics for Business Decision Making	Course Code:		Type of Course: MDC
Credit: 04	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OBJECTIVE:

- To clear the Fundamental of Statistics
- Improve Logical Abilities
- To develop Research Aptitude

COURSE CONTENT:

		No. of Lectures
UNIT 1	Statistical Decision Theory	12
	<ul style="list-style-type: none"> · Introduction, meaning and scope · Essential steps for Decision making · Components of decision theory · Decision Making without probabilities <ul style="list-style-type: none"> - Maximax , Minimax, Hurwicz, Laplace, Maximin Regret Criteria · Decision Making with probability <ul style="list-style-type: none"> - EMV, EOL, EVPI · Examples 	
UNIT 2	Statistical Quality Control - 1	12
	<ul style="list-style-type: none"> · Introduction · Advantages of SQC · Causes of Variations in Quality Control · Types of Variations · Control Charts <ul style="list-style-type: none"> - Variable Charts (Mean and Range) · Examples 	
UNIT 3	Statistical Quality Control – 2	12
	<ul style="list-style-type: none"> · Introduction for Charts for Attributes · Charts for Attributes <ul style="list-style-type: none"> · p – Charts · np – Charts · C – Charts · Examples 	
UNIT 4	Business Forecasting	12
	<ul style="list-style-type: none"> · Introduction · Methods for forecasting <ol style="list-style-type: none"> 1. Moving Average Method 2. Least Square method <ul style="list-style-type: none"> - Linear Equation - Second degree parabola · Examples 	
UNIT 5	Sampling Theory	12
	<ul style="list-style-type: none"> · Introduction · Population survey and Sample Survey · Characteristic of a good sample · Advantages of Sampling 	



	<ul style="list-style-type: none">· Methods of Sampling1. Simple Random Sampling2. Stratified Random Sampling3. Systematic Random Sampling	
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REFERENCES

1. Fundamental of Mathematics and Statistics by V.K. Kapoor and S.C. Gupta – Sultan & Chand
2. Fundamentals of Statistics by S. P. Gupta - Sultan & Chand
3. Elements of Statistics by Elhance



Bachelor of Business Administration (B.B.A.)			Semester - III
Course Title: Business Start -up & Innovation	Course Code:		Type of Course: SEC
Credit: 02	Theory: 02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks: 50	External Exam Time: 01 Hour

COURSE OUTCOMES:

- Develop a start-up Enterprise with Big Idea Generation.
- Analyze start-up capital requirement by analyzing legal factors.
- Interpret feasibility Analysis towards funding issues.
- Access growth stages in new venture and reasons for scaling ventures.
- Evaluate financial stability and decide on expansion possibilities

Pedagogy: Theory, Exercise

SYLLABUS

Unit - 1	Start-up opportunities & Startup Capital Requirements	Hours: 12
	Meaning of Start-Up-Generate Ideas with Brainstorming- Business Start-up – Venture Choices - The Six Forces of Change- Identifying Startup capital Resource requirements -Positioning the venture in the value chain	
Unit – 2	Start-up Survival & Growth	Hours: 12
	Feasibility Analysis – Funding: Funding with Equity – Financing with Debt- Funding startups with bootstrapping- crowd funding- strategic alliances. Stages of growth in a new venture- Growing with the market - Growing within the industry-Reasons for new venture failures.	
Unit - 3	Business Innovation	Hours: 06
	Meaning, Types of innovations, features, and need. Latest innovations in manufacturing and service sectors.	

Skill Development Activities: Project on Business Start-up

REFERENCES:

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
2. Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
3. S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International, 2007.
4. Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
5. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
6. Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009



Bachelor of Business Administration (B.B.A.)			Semester - III
Course Title: Tally ERP	Course Code:		Type of Course: SEC
Credit: 02	Theory: 01 Hours	Practical: 02 Hours	Teaching Hours: 45 (15+30)
25 Marks Internal including practical	25 Marks External Exam	Total Marks: 50	Exam Time: 01 hour

COURSE OUTCOMES:

- To understand accounting System
- To understand installation of ERP
- Inventory Monitoring and Control

Pedagogy:

- The instructor should demonstrate how to use various software applications and tools to the students, providing step-by-step guidance.
- Students can work on exercises that require them to use the software in realistic scenarios.
- Should be designed to reflect practical applications in real-world scenarios.

Unit - 1	BASICS OF ACCOUNTING AND TALLY ERP 9	Hours: 12
	<ul style="list-style-type: none"> • Introduction • Types of Accounts • Accounting Principles • Mode of Accounting • Rules of Accounting • Double – entry system of bookkeeping • Installation of Tally ERP 9 • Creation of Company in Tally ERP 9 • Company Features • Configuration 	
Unit – 2	ACCOUNTING MASTERS & INVENTORY MASTERS IN TALLY ERP 9	Hours: 12
	<ul style="list-style-type: none"> • Ledger & Multiple Ledgers • Stock Groups • Stock Categories & Stock Items • Godown creation • Units of Measurement • Practical Examples 	
Unit - 3	ACCOUNTING AND INVENTORY VOUCHERS IN TALLY ERP 9	Hours: 6
	<ul style="list-style-type: none"> • Accounting Voucher Types (Purchase, Sales, Receipt, Payment, Contra, Debit Note, Credit Note, Journal) • Inventory Voucher Types (Stock Journal, Physical Stock, Material In, Material Out, Rejection In, Rejection Out) • Generation of Reports (Profit and Loss Account, Balance Sheet, Stock Summary, Day Book) 	

Skill Development Activities: Practical Applications.

REFERENCES

TDS Reference Manual of Tally 9



Bachelor of Business Administration (B.B.A.)		Semester- III	
Course Title: Creative Writing	Course Code:		Type of Course: SEC
Credit:02	Theory:02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks:25	ExternalMarks:25	TotalMarks:50	External ExamTime: 1 Hour

COURSE OUTCOMES:

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to be sensitive to the texture of literary language.
- After studying this course, students will be able to develop craft in creative writing.
- After studying this course, students will be able to develop sense of expressing themselves through poetry/short story/biography.
- After studying this course, students will be able to induce an understanding of the relationship between an individual and society.
- After studying this course, students will be able to get into different fields and pursue versatile career opportunities.
- After studying this course, students will be able to develop an understanding of theatre and performance through drama will also help them to develop observatory and behavioural skills.
- After studying this course, students will be able to develop a critical thought process and a knack in putting it in words. Students may also utilize the learnings or proofreading and editing for their academic and professional growth.
- After studying this course, students will be able to go for publishing their own work,
- After studying this course, students will be able to write to write a book and submit to professional bodies & academic organisations.

SYLLABUS

Unit - 1	Introduction to Creative Writing	Hours: 12
	<ul style="list-style-type: none"> • Introduction to Creative Writing – Meaning, Importance • Imagination & Writing – Peer-interaction, Activities on Imagination. • Tropes, Motifs and Figures – Learning tropes, motifs and figures through videos, Discussion on the findings • Craft of Writing – Figure of Speech, Word Play, Character Creation • Character Creation – Dialogue Enaction, Learning Characters through discussion on famous writings, Character Analysis, writing activities on creating different types of characters (gender/social background/ethnicity etc.) 	
Unit – 2	Close Reading	Hours: 6
	<ul style="list-style-type: none"> • Close Reading • Analysis and Interpretation – Reading different works in Literature, Discussion in small groups, Practice Writing Session • Proofreading & Editing – Practice sessions on Proofreading & Editing of different types of writing 	
Unit - 3	Creative Writing Types, etc..	Hours: 12
	<ul style="list-style-type: none"> • Steps of Creative Writing – Pre-Writing, Post Writing/Final Draft • Types of Creative Writing – Poetry, Fiction, Non-Fiction (Life Narratives), Drama • Creative Writing & Media – Film Review, Book Review, Other Writings in Media Submission, Publication 	



- | | |
|--|--|
| | <ul style="list-style-type: none">• Learning to write Poetry – Reading & understanding Poetry; Practicing tone, rhyme, metre, verses; Writing sessions• Learning to write Fiction – Reading & Understanding Fiction; Practicing different elements of fiction (Short story, Novella, Novel); Writing sessions• Learning to write Non-Fiction – Reading & understanding Non-Fiction (Biographies & Autobiographies); Practicing different elements of non – fiction; Writing session• Learning to write Drama – Reading & understanding Drama; Practicing different elements (plot, character, climax, verbal & non – verbal cues) of Drama; Writing sessions• Submission & Publication (in Print & Digital) – Discussion over how & where to submit and publish (online/offline), Hand – on – activities |
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Practical application of creative writing in business and industry.

REFERENCES:

- Creative Writing: A Beginners' Manual by Anjana Neira Dev et al. for The Department of English, University of Delhi (New Delhi: Pearson, 2008).
- Creative Business Writing by Ashan Hampton, Lulu Press
- Communication Skills by Meenakshi Raman and Sangeeta Sharma, Oxford Uni. Press, 2009
- Technical Communication: Principles and Practice by Meenakshi Raman and Sangeeta Sharma, Oxford Uni. Press, 2009
- Business Communication: Basic Concepts and Skills; by J. P. Parikh et. al.; Orient BlackSwan.
- Business Communication; by Rajesh Vishwanathan; Himalaya Publishers



Bachelor of Business Administration (B.B.A.)			Semester - III
Course Title: Indian Entrepreneurs & Industrial Management (IKS – University Basket) University Letter No. AK/7251/2023 Dated 14.09.2023	Course Code:		Type of Course: IKS
Credit: 02	Theory:02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks: 25	External Marks:25	Total Marks:50	External Exam Time: 1 Hour

COURSE OUTCOMES:

Objectives:

- To make the students familiar with the pioneer Indian Entrepreneurs and learn meaningful lessons from their struggle and success
- To provide significant insights for current industrial management and overcoming its challenges

Learning Outcomes:

- After completion of the course, learners will be able to:
- Gain an expansive and deep appreciation of entrepreneurship
- Understand the role of entrepreneurs in the economy
- Know history of Indian entrepreneurs in pre and post-independence era
- Know various government schemes for entrepreneurship development

SYLLABUS

Unit - 1	Fundamentals of entrepreneurship and pre independence Indian entrepreneurs	Hours: 12
	<ul style="list-style-type: none"> • Brief concept of entrepreneurship • Meaning and definition of entrepreneurs • Traits of good entrepreneurs • Types and functions of entrepreneurs <p>Struggle and success story of pre independence Indian entrepreneurs</p> <ul style="list-style-type: none"> • Shri Jamsetji Tata • Shri Ghanshyam Das Birla • Shri Ardeshir Godrej 	
Unit – 2	Growth of entrepreneurship in India and post-independence Indian entrepreneurs	Hours:12
	<ul style="list-style-type: none"> • Current and emerging scenario of entrepreneurship in India • Government schemes for women entrepreneurs <p>Struggle and success story of pre independence Indian entrepreneurs</p> <ul style="list-style-type: none"> • Shri Ratan Tata • Shri Dhirubhai Ambani • Shri Narayana Murthy <p>Eminent women entrepreneurs</p> <ul style="list-style-type: none"> • Kiran Mazumdar-Shaw • Aditi Gupta • Falguni Nayar 	
Unit - 3	Industrial Management	Hours: 6



- Idea Generation, Screening, Selection and Managing Resources
- Leading and building the team in an enterprise
- Forms of Ownership
- Managing growth, expansion and winding up of business

REFERENCES

1. Management and Entrepreneurship Development- By G.S. Sudha, Indus Valley Publication.
2. Management of Small-scale industry- By Dr. Vasant Desai, Himalayan Publishing House.
3. Dynamics of Entrepreneurial Development and Management- By Dr. Vasant Desai, Himalayan Publishing House.
4. Venture Capital-The Indian Experience- By J. M. Pandey, Prentice Hall of India Publication.
5. Fundamental of Entrepreneurship- By S. K. Mohanty, Prentice Hall of India Publication.
6. Entrepreneurial Development- By S.S. Khanna, Sultan Chanda Publication

WEBSITES

1. www.ediindia.org
2. <https://em.iith.ac.in> (Department of Entrepreneurship and management, IIT Hyderabad)
3. <https://old.mu.ac.in> (Mumbai University)
4. <https://CCSuniversity.ac.in> (Chaudhari Charan singh University, Meerut)
5. SWAYAM Portal – Entrepreneurship by Prof. C.Bhaktavastala Rao, IIT Madras
6. SWAYAM Portal – Management: Entrepreneur Development by Prof. Dr. Nilam Panchal



Bachelor of Business Administration (B.B.A.)			Semester - III
Course Title: Personality Development and Corporate skills	Course Code:		Type of Course: AEC
Credit: 02	Theory:02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks: 25	External Marks:25	Total Marks:50	External Exam Time: 1Hour

COURSE OUTCOMES:

Upon completion of this course, students will be able to:

Unit 1: English & Soft skills

1. Understanding how to work in team and managing teamwork
2. Knowing Emotional Intelligence skills and its application
3. Understanding and improving problem solving skills

Unit 2 : Grammar, Tense, Voice

1. Demonstrate a comprehensive understanding of the future tense in both active and passive voice
2. Apply appropriate grammar rules to construct grammatically correct sentences in the future tense
3. Understanding verbal analogy

- Unit 3: The SOP is your platform to have the admissions committees gain a deeper understanding of who you are, your motivations, experiences, ambitions, and how well these align with the objectives of the academic institution

SYLLABUS

Unit - 1	TEXT: 'English and Soft skills'- By S.P Dhanavel, Publication: -Orient Black Swan ISBN:- 978-81-250-3980-8	Hours: 06
	English & Soft Skills by SP Dhanavel – Following Chapters <ul style="list-style-type: none"> • Teamwork Skills • Emotional Intelligence Skills • Problem- Solving Skills 	
Unit – 2	Tense, Voice and Verbal Analogy (Only from the given Appendix I)	Hours: 12
	Tense and Voice (Future Tense) <ul style="list-style-type: none"> • Future Tense: Usage and forms (simple future, future continuous, future perfect, future perfect continuous) • Active and Passive Voice in the future tense Appendix I	
Unit - 3	Statement of the purpose	Hours: 12

REFERENCES

- 'English and soft skills'- By S P Dhanavel, Publication: - Orient Black Swan ISBN:- 978-81-250-3980-8
- Business Communication- Pal and Suri, Sultan chand & sons, Delhi



Bachelor of Business Administration (B.B.A.)			Semester - III
Course Title: Public Speaking	Course Code:		Type of Course: AEC
Credit: 02	Theory: 02 Hours	Practical: NIL	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks: 50	External Exam Time: 1 Hour

COURSE OUTCOMES:

- This course aims at equipping the students with all the communicative skills which are useful on various business occasions like general meetings, group meetings, shareholder meetings etc. The students will get in depth knowledge of functions and objectives of public speaking.

Pedagogy: Theory, Exercise

SYLLABUS

Unit - 1	Difference between formal talk and public speaking	Hours: 12
	<ul style="list-style-type: none"> • Various objectives of public speaking • How to prepare for a public speech • Importance to know your audience • Public speaking anxiety and tricks to remove it • Etiquette and Mannerism in Public Speaking • rehearsals 	
Unit – 2	Characteristics of an effective public speech	Hours:12
	<ul style="list-style-type: none"> • Quality of content • Selection of words & Pitch and tone of voice • Repetition and stress on key aspects • Confidence • Humour • Passion and eagerness • Conciseness • Be yourself 	
Unit - 3	Addressing a business meeting	Hours: 6
	<ul style="list-style-type: none"> • Know the objectives • Courtesy • Active listening • Using body language • significance of gestures • Keep it professional 	

Skill Development Activities: Practical Applications.

REFERENCES

- The Art of Public Speaking by Dale Carnegie
- Business Communication by N.Gupta, K.Jain, P. mahajan
- Business Communication by Dr. Ramesh Kulkarni



CURRICULUM

For

B.B.A. Semester – 4

(With effective from Nov./Dec. - 2024)



Bachelor of Business Administration (B.B.A.)		Semester - IV	
Course Title: Advertising and Brand Management	Course Code:	Type of Course: Major	
Credit: 04	Theory: 04 Hours	Practical: NIL	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

- Demonstrate an understanding of the overall role advertising plays in the business world. Demonstrate an understanding of advertising strategies and budgets.
- Identify and understand the various advertising media.
- Demonstrate an understanding of how an advertising agency operates.
- Demonstrate knowledge of the nature and processes of branding and brand management.
- Identify brand opportunities and determine a brand strategy to best position the brand and achieve the goals.
- Describe and implement the key components in brand planning.
- Describe the process and methods of brand management, including how to establish brand identity and build brand equity.
- Understand and analyzes the Brand Portfolio of the companies.
- They will be able to map out areas where the firms need brand extension.
- Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.

Pedagogy: Lectures, Case Studies, Student Discussions and interactions

SYLLABUS

Unit - 1	Introduction to Advertising	Hours: 12
	Advertising – Concept and importance, Five ‘M’s of advertising, Ad Copy, Advertising media – types and scheduling, Types of Advertising message.	
Unit – 2	Managing Advertising Functions	Hours: 12
	Measuring advertising effectiveness – methods, Functioning of Ad Agencies – concept and functions. Advertising budget – methods and factors affecting, Social issues of Advertising.	
Unit - 3	Modern Advertising Practices	Hours: 12
	Digital Advertising – Concept and types (Social Media ads, Paid Search Ads, native Ads, Display Ads). Search Engine Optimization – Introduction to Google Ad words, techniques for creating effective digital ads. Content Blogging – Content Marketing Definition, Overview of various content types, Influencer Marketing – Understanding influencer Marketing, Role of influencer in Driving Sales growth.	
Unit – 4	Introduction to Brand Management	Hours: 12
	Branding – Definitions and concepts, challenges and opportunities, Strategic Brand Management Process, Types of Branding strategies, Concepts of Brand Hierarchy, Brand Personality.	
Unit – 5	Major Branding Decisions and Strategies	Hours: 12
	Concept of Brand Equity, Brand Value, Brand Leverage – Extension, Brand Matrix, Brand Architecture (Breadth and depth of Strategies), Brand Performance, Corporate Branding, Importance of Word of Mouth in Branding.	

Skill Development Activities: Case Studies, Role Plays, Analyzing Company Strategies, Expert Talks, Seeing Videos on Recent Developments.



REFERENCES

1. Aaker, David, "Managing Brand Equity", Prentice Hall of India, New Delhi, (2002).
2. S. H.H. Kazmi, "Advertising and sales promotion", Excel Books, New Delhi, 2010.
3. Belch, G. E. & Belch, M. A., "Advertising and Promotion", Tata McGraw Hill, (2001).
4. Chunawalla S.A., "Foundations of Advertising", Himalaya Publishing House, New Delhi, 2010.
5. Gupta S.L., "Brand Management", Himalaya Publishing House, New Delhi, 2010.
6. Keller K. L., Strategic Brand Management, 2ndEdition, Pearson Education, 2003.
7. Kumar, Ramesh "Managing Indian Brands", Vikas Publishing House, Delhi, 2004.



Bachelor of Business Administration (B.B.A.)			Semester - IV
Course Title: Banking & Finance	Course Code:		Type of Course: Core
Credit: 04	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

After studying this course, students will be able to

- Classify banks and explain their functions
- Understand banker customer relationship
- Differentiate retail and wholesale banking
- Elaborate the mechanism of deposits and lending by banks
- Acquire legal perspective of banking operations and transactions
- Acquaint with the use and application of technology in banking sector
- Develop a detailed understanding about retail banking sector, its contribution in the growth of economy and its future in India

Pedagogy: Class lectures, application-based exercises, demonstrations

Unit - 1	Introduction to Banking and Finance	Hours: 12
	Overview of Indian Financial System Overview of Banking – concept, types, functions Banking operations and services, banker – customer relationship, Retail and wholesale banking	
Unit - 2	Deposits and Lending	Hours: 12
	Types of bank deposits/accounts, process to open and close bank account, KYC norms, loans and advances, principles of lending, credit creation and balance sheet of a bank	
Unit - 3	Banking Regulations and Compliance	Hours: 12
	Banking Laws and Regulations – The Banking Regulation Act, 1949, Banking Ombudsman Scheme Corporate governance in banking sector Ethical Practices in Banking RBI as a regulatory body	
Unit - 4	Technology in Banking	Hours: 12
	Fintech applications in banking, Digital Banking – concept and tools, Cybersecurity in Banking	
Unit - 5	Retail Banking in India	Hours: 12
	Evolution of retail banking in India, Importance of retail banking in Indian Economy, Retail banking and financial inclusion, Latest developments in retail banking sector in India, Challenges in the field of retail banking, Future of retail banking in India, case studies on retail banking products and their suitability for different categories of customers	
Skill Development Activities: seminars, field projects, role plays, case studies		



REFERENCES

- Banking Theory and Practice by Dr. P. K. Srivastava, Himalaya Publishing House
- Banking Principles and Operations by M N Gopinath, Snow White Publishers
- Principles and Practices of Banking by IIBF, Macmillan Publications
- Banking and Financial System by B. Santhanam, Margham Publication
- Financial Technology (FinTech) and Digital Banking in India by Jaspal Singh, New Century Publications
- Retail Banking: Products and Services – A Detailed Guide by Dr. Prafulla Ranjan, Rakesh Kumar, Dr. Manoj Kumar and Santosh Chandra, Adhyyan Books



Bachelor of Business Administration (B.B.A.)			Semester - IV
Course Title: Organizational Behavior	Course Code:		Type of Course: Major
Credit: 04	Theory: 04 Hours	Practical: NIL	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

- Acquire basic knowledge of Organisational Behaviour (OB).
- Improves understanding, reasoning, predicting, and controlling human Behaviour.
- Resolve real-world problems and issues related to employee motivation
- Form work groups / teams and understand their behaviour
- Adopt an appropriate leadership style
- Resolve conflicts Effectively using varied techniques as per the situation
- Manage stress

Pedagogy: Theory, Exercise

Unit – 1	Introduction to OB	Hours: 12
	Meaning and Concept of OB, Characteristics, Importance, Limitations Disciplines involved in the study of OB Application of OB in Management fields Positive OB – Meaning and Components Importance of POB International OB- Meaning Importance and Challenges in IOB	
Unit – 2	Dynamics of Individual Behaviour	Hours: 12
	Components of Individual Behaviour Perception- Meaning and Process Learning – Meaning, Characteristics Attitude- Meaning, Characteristics, Types of attitudes Personality- Meaning, Determinants of Personality Types of Personality Values – Concept and Types	
Unit – 3	Group and Team Dynamics	Hours: 12
	Group: Concept, Nature, Types of Groups, Need for Group Formation Group Development: Concept, Stages Group Dynamics: Determinants of Group Behaviour Team: Concept, Nature, Types, Benefits, Group v/s Team, Team Handling Issues, Ways to make Effective Team Work. team based work(TBW)	
Unit – 4	Leadership and Motivation	Hours: 12
	Leadership: Meaning, types of leaders, Qualities of Leader. Motivational Theories: Maslow’s Hierarchy of Needs Herzberg’s two Factor theory McGregor’s theory X and Y	
Unit – 5	Stress Management	Hours: 12



Meaning, Types of Stress, Sources/Causes of Stress
Consequences of Work Stress
Conflict, Types of Conflicts, Levels of Conflict
Conflict Resolution
Organizational Development—Meaning, Need, Benefits and Limitations -Steps in OD

Skill Development Activities: Practical Applications.

- Interpersonal or group activity for understanding differences in perception
- Interpersonal activity to analyze types of personality
- Game for understanding stages of group formation
- Exercises, games and role plays to develop team and leadership skills
- Games to identify sources of stress
- Experiential activities to manage stress
- Role Play related to Conflict resolution techniques

REFERENCES

- A text book of Organisational Behaviour, Dr.C.B.Gupta, S.Chand and Company
- Essentials of Organizational Behavior by Stephen Robbins, Timothy Judge, Neharika Vora J by Pearson Education
- Management and Organisational Behaviour (Text and Cases) , by P.Subba Rao, Himalayan Books
- Organizational Behavior Book by K. Aswathappa by Publisher: Himalaya Publishing House
- Organizational Behavior by L.M. Prasad
- Organisational Behaviour: Human Behavior at Work, John W Newstorm McGRaw Hill Education
- Essentials of Organisational Behaviour, T. N. Chhabra, Sun India Publications



Bachelor of Business Administration (B.B.A.)			Semester - IV
Course Title: Economics for Business Decisions	Course Code:		Type of Course: Minor
Credit: 04	Theory: 04 Hours	Practical: NIL	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

- To provide basic knowledge of principles, concepts, and tools of managerial economics.
- To understand the application of managerial economic theories, concepts, and tools in real market conditions.
- To develop abilities of student to take accurate decisions on basis of knowledge of principles, concepts, and tools of economics.

Pedagogy: Theory, Exercise

Unit - 1	Introduction to managerial economics & Demand Forecasting	Hours: 12
	Managerial Economics: Meaning, Definition, Nature & Scope of Managerial Economics Demand Forecasting: Meaning, Objectives, Factors affecting it, Methods-Survey and Statistical Methods	
Unit – 2	Production Analysis	Hours: 12
	Meaning of Production, Production function, Law of Variable Proportion, ISO-Quant Curve, Iso-Cost Curve, Optimum Input Output Combination, Economies & Diseconomies of Scale	
Unit - 3	Cost Analysis	Hours: 12
	Concept of Cost of production, Concepts of Cost Accounting and Economic Cost, Variable and Fixed Cost, Opportunity Cost, Incremental and Sunk Cost, Marginal Cost	
Unit – 4	Equilibrium of Firm & Breakeven Analysis	Hours: 12
	Equilibrium of Firm Equilibrium of firm under Perfect Competition, Monopoly, Oligopoly and Monopolistic Competition. Introduction to Breakeven Analysis, Breakeven Point, Breakeven Chart, Assumption and Uses	
Unit – 5	Pricing Policies & Price Differentiation	Hours: 12
	Pricing policies - Importance, Objectives, Factors affecting it, Methods and Strategies of Pricing-Cost plus pricing, going rate pricing, Skimming and Penetration pricing, Rate of return pricing, Multi Stage pricing and Peak load pricing Meaning of Price Differentiation, when it becomes beneficial? Types of Differentiation Distributor’s Discounts, Quantitative Discounts-Postage stamp pricing, Dual Pricing	

Skill Development Activities: Practical Applications.

REFERENCES

- Managerial Economics: P. L. Mehta, Sultan Chand & Sons



- Managerial Economics: Varshney and Maheshwari, Sultan Chand & Sons,
- Managerial Economics: DM Mithani-Himalaya Publishing House
- Managerial Economics – Joel Dean



Bachelor of Business Administration (B.B.A.)			Semester - IV
Course Title: Entrepreneurship Development	Course Code:		Type of Course: SEC
Credit: 02	Theory: 02 Hours	Practical: Nil	Teaching Hours:30
Internal Marks: 25	External Marks: 25	Total Marks: 50	External Exam Time: 01 Hour

COURSE OUTCOMES:

This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies.

Pedagogy: Theory, Exercise

Unit - 1	Introduction to Entrepreneurship	Hours: 12
	Concept, Meaning and Definitions • Evolution • Features & Functions • John Kao’s Model of Entrepreneurship • Franchising – Concept, Features and Types	
Unit – 2	Emergence of Entrepreneurial Class	Hours: 12
	Origin and progress of entrepreneurship in India-Causes of inadequate growth of entrepreneurship-suggestions to improve growth of entrepreneurship in India, Women Entrepreneurship.	
Unit - 3	Entrepreneurship Development Programme (EDPs)	Hours: 06
	Meaning and Objectives and Fundamental Facts • Evaluation of EDPs • Phases of EDPs • Role, relevance and achievements of EDP. • Funding support by Government	

REFERENCES

- Fundamentals of Entrepreneurship and Small Business Management, by Vasant Desai, Himalaya Publishing House.
- Entrepreneurship Development, Tata McGraw Hill Publishing Company Ltd.
- Entrepreneurial Development by Dr. S.S. Khanka, S. Chand, New Delhi
- Entrepreneurship and small business: Burns P. New Jersey: Palgrave.
- Entrepreneurship: Hisrich R and Peters M. New Delhi: Tata McGraw Hill.
- Entrepreneurship new venture creation: Hilt D H,. New Delhi: Prentice Hall of India.

Skill Development Activities:

- Be critical thinkers who are capable of identifying business opportunities by using cutting-edge analytical tools and problem-solving skills to start new businesses and implement processes to successfully operate these businesses.
- Become More Business Agile
- Ability to Recognize Opportunity
- Apply relevant financial principals to assess start-up capital needs.
- Start a successful business.



Bachelor of Business Administration (B.B.A.)			Semester - IV
Course Title: French	Course Code:		Type of Course: AEC
Credit: 02	Theory: 02 Hours	Practical: NIL	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks: 50	External Exam Time: 1 Hour

COURSE OUTCOMES:

- Basic knowledge and application of French language
 - Using articles, prepositions, gender, nouns, pronouns, interrogatives appropriately
 - Building basic Vocabulary related to Colours, numbers, family, seasons clothes etc
 - Conjugation of verbs in simple tense
 - Making short conversations for day-to-day use
- **Pedagogy:** Theory, Practical

Unit - 1	Introduction to French Language with basic Vocabulary	Hours: 12
	<ul style="list-style-type: none"> • Alphabets and their pronunciation, accents • Articles –definite, indefinite, masculine, feminine, neutral • Greetings • Numbers- 1 to 20 • Calendar and Time • Family • Colours • Clothes • Seasons • Face and Body Parts • Fruits • Vegetables • Animals • Emotions 	
Unit – 2	Grammar	Hours: 12
	<ul style="list-style-type: none"> • Nouns • Singular and Plural • Subject Pronouns • Interrogatives – Qui and Que and Demonstrative Pronouns Ce, Cet, Cette, Ces • Present Simple Tense – Verb Etre, avoir and other irregular verbs, aller, venir, faire, prendre, comprendre , boire, pouvoir • Possessive Adjectives- masculine and feminine • Prepositions 	
Unit - 3	Sentence Formation and Short Descriptive Essays	Hours: 06
	<ul style="list-style-type: none"> • Framing Sentences • Translating Sentences to English and to French • Introducing oneself • Dialogue for placing an order at restaurant • Dialogue at the railway station or booking ticket • Dialogue at the college with teacher 	

**Skill Development Activities:**

- Find the missing words in the French Phrases
- Use the correct verb form
- Fill in the blanks with right preposition
- Put Sentences in the Correct Order
- Guess the Questions to the answers

REFERENCES

- French Grammar and Practice, Collins Easy learning
- Regine Meriex and Yves LoiseauConnexions- Methode de Francais, Niveau
- Sanjay.Kumar, Grammaire Francais par etapes,A1, 2022 Ed., Langers
- Viral Thakker, Plaisirs D'Ecrire – Essays , Agendas , letters



Bachelor of Business Administration (B.B.A.) Semester 4			Semester - IV
Course Title: Managerial Communication	Course Code:		Type of Course: AEC
Credit: 02	Theory: 02 Hours	Practical: NIL	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks: 50	External Exam Time: 1 Hour

COURSE DESCRIPTION

This course is designed to equip students with the essential communication skills required for effective managerial roles. Through a combination of theoretical understanding and practical application, students will explore various aspects of communication within organizational settings.

COURSE OUTCOMES

- 1. Develop Proficiency in Vocabulary Building:** Students will enhance their vocabulary by learning root words, prefixes, and suffixes, and applying vocabulary enhancement techniques to improve their communication skills.
- 2. Apply Narrative Techniques for Managerial Communication:** Students will analyze and apply narrative insights from texts like "How to Influence and Win People" by Dale Carnegie to understand effective communication strategies in managerial roles.
- 3. Master Written Communication Skills:** Students will gain proficiency in various forms of written communication such as notices, minutes, and memos. They will understand the components of effective notices, techniques for writing clear and concise minutes, and formatting guidelines for memos.
- 4. Develop Strategies for Effective Managerial Communication:** Students will explore and implement strategies for effective managerial communication, including both written and verbal communication techniques tailored to organizational settings.
- 5. Enhance Practical Application Skills:** Through practical application exercises and drafting/editing exercises, students will enhance their ability to apply theoretical concepts to real-world managerial communication scenarios, thereby preparing them for effective communication in professional environments.

Unit - 1	Unit 1: Word Power Made Easy – Part 1	Hours:06
	<ul style="list-style-type: none"> • Introduction to Vocabulary Building • Understanding Root Words, Prefixes, and Suffixes • Vocabulary Enhancement Techniques • Practical Application Exercises 	
Unit – 2	Narrative Insights into Managerial Communication	Hours:12
	Text: How to Influence and Win people by Dale Carnegie (Part 1 and Part 2 Only)	
Unit - 3	Managerial Communication Strategies: Written Communication – Notice, Minutes and Memos	Hours: 12
	<ul style="list-style-type: none"> • Understanding the Components of Effective Notices • Techniques for Writing Clear and Concise Minutes • Formatting and Content Guidelines for Memos • Drafting and Editing Exercises 	



REFERENCES

- Word Power Made Easy by Norman Lewis
- How to Influence and Win people by Dale Carnegie
- Business Communication by Urmila Rai and S.M. Rai
- Business Communication by N.Gupta, K.Jain, P. mahajan
- Business Communication by Dr. Ramesh Kulkarni



Bachelor of Business Administration (B.B.A.)			Semester - IV
Course Title: Life Skills	Course Code:		Type of Course: AEC
Credit: 02	Theory: 02 Hours	Practical: NIL	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks: 50	External Exam Time: 1 Hour

COURSE OUTCOMES:

- Awareness about basic life skills
- Develop Professional skills like resume writing, interview skills
- Develop team skills
- Develop and Improve Cognitive and Non- Cognitive skills
- Enhance social and cultural etiquette
- Besides face-to-face lectures (theory would be limited only to 20 percent of the component and the remaining 80 per cent would be practical oriented), the focus would be primarily on blended or hybrid learning. This could include a flipped classroom approach that leverages project-based learning, demonstration, group discussion, and simulations.

Unit - 1	Overview of Basic Life Skills	Hours: 06
	Introduction to Basic Life Skills, Meaning & Concept of Life Skills, Importance of Basic Life skills for Youth, Conceptual awareness of Basic Life Skills for Youth Prescribed by WHO 1. Self - Awareness, 2. Interpersonal Skills, 3. Thinking Skills	
Unit – 2	Professional Skills- (Career Skills)	Hours:12
	<ol style="list-style-type: none"> 1. Résumé Skills: Preparation and Presentation (5 Hours) <ul style="list-style-type: none"> • Introduction of résumé and its importance • Difference between a CV, résumé and biodata • Essential components of a good résumé 2. Interview Skills: Preparation and Presentation (5 Hours) <ul style="list-style-type: none"> • Meaning and types of interviews (F2F, telephonic, video, etc.) • Dress code, background research, do's and don'ts. • Situation, task, action, and response (STAR concept) for facing an interview. • Interview procedure (opening, listening skills, and closure). • Important questions generally asked at a job interview (open- and close-ended questions). 	
Unit 3	Team Skills	Hours: 12
	<ol style="list-style-type: none"> 1. Cognitive and Non-cognitive Skills (4 Hours) <ul style="list-style-type: none"> • Cognitive Skills: <ul style="list-style-type: none"> Meaning, Types of Cognitive Skills, Strategies to Develop Cognitive Skills i. Critical Thinking Skills ii. Problem-solving skill iii. Ability to Learn • Non-cognitive Skills: Meaning and Types of Non-cognitive Skills, Strategies to Develop Non-cognitive Skills (i. Empathy, ii. Creativity, iii. Teamwork, iv. Collaboration, v. Resilience, vi. Interpersonal Skills, vii. Perseverance, viii. Social Control, ix. Social Skill) 2. Listening as a Team Skill (3 Hours) <ul style="list-style-type: none"> • Advantages of Effective Listening • Listening as a Team Member and Team Leader. Use of active listening strategies to encourage sharing of ideas (full and undivided attention, no interruptions, no prethink, use empathy, listen to tone and voice modulation, recapitulate points.). 3. Social and Cultural Etiquette (3 Hours) <ul style="list-style-type: none"> • Need for Etiquette (impression, image, earn respect, appreciation) 	



- Aspects of Social and Cultural/Corporate Etiquette in Promoting Teamwork
- Importance of Time, Place, Propriety and Adaptability to Diverse Cultures

Skill Development Activities: Practical Applications.

REFERENCES

- Life Skills Education [Paperback] Dr. K. Ravikanth Rao and Dr. P. Dinakar Paperback – 1 January 2016
- The Resume Handbook: The Definitive Guide on How to Write the Resume of a Lifetime Kindle Edition



Bachelor of Business Administration (B.B.A.)			Semester - IV
Course Title: Ayurveda and Nutrition	Course Code:	Type of Course: VAC	
Credit: 02	Theory: 02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks: 50	External Exam Time: 1 Hour

COURSE OUTCOMES:

- Awareness of traditional food cultures of India
- Identify changing food patterns and lifestyle over the years
- Identify basic principles of traditional diets and healthy recipes.
- Prevent health problems through diet and meal planning

Pedagogy: Theory, Practical

Unit - 1	Introduction to a Ayurvedic Nutrition	Hours: 6
	<ul style="list-style-type: none"> • Ayurveda and Indian Food Cultures • Nutrition and Life Style changes over the years • Regional Food Transitions of India 	
Unit – 2	Basic principles of Food and Nutrition and Ayurveda	Hours: 12
	<ul style="list-style-type: none"> • Understanding rich sources of nutrients • Concept of Doshas and assessment • Ayurvedic Principles of food habits and factors determining the quality of food (Ahara Vidhi Visheshaayatana) • FSSAI regulation on Ayurvedic Ahaar 	
Unit - 3	Ayurvedic Diets and Health	Hours: 12
	<ul style="list-style-type: none"> • Principles of Diet: Aharavidhi vidhan, satavic, rajas, tamasic foods • Incompatible Food (Virudh Ahara,), Pathya, Apathya, Viprita Ahaar • Lifestyle Management with Dincharya and Ritucharya • Ayurvedic Cooking Techniques • Application of Ayurvedic Diets to stress linked food behavior • Diet and Cancer prevention 	

Skill Development Activities: Practical Applications.

1. Visit a local market and classify available food items into Satvic, Rajasi and Tamasic food
2. Conduct a survey of 10 households to study food consumption patterns and intake of incompatible food, Viruddha Ahara, Pathya, Apathya, Viprita Ahaar and make a presentation on the findings
3. To prepare a healthy diet chart for any one family member or oneself for healthy life

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- Rastogi S(2014) Ayurvedic Science of Food and Nutrition. ASIN: BOOHWMV094, Springer: ISBM-13:978-1461496274
- Rastogi S (2010) Building Bridges between Ayurveda and Modern Science. IntJ Ayurveda Res1(1) :41-46
- Preetam Sarkar, Lohith Kumar D.H.,Chanda Dhumal, Shubham Subrot Panigrahi, Ruplal Choudhary , Traditionala nd Ayurvedic Foods of Indian Origin , Journal of Ethnic Foods, Vol 2, Issue 3, September 2015,pgs 97-105
- Manay,N.S. (2001): Food Facts and principles, New Age International, Chapter 1,pg:1-4
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Bachelor of Business Administration (B.B.A.)			Semester - IV
Course Title: Sports and Fitness	Course Code:		Type of Course: VAC
Credit: 02	Theory: 01 Hour	Practical: 02	Teaching Hours: 45 (15+30)
Internal Marks: 25 including practical	External Marks: 25	Total Marks: 50	External Exam Time: 1 Hour

COURSE OUTCOMES:

- Develop healthy life style practices
- Acquire well- being and physical fitness.
- Maintain physical fitness through sports activity
- Improve skills of critical thinking, creative-thinking, problem-solving, team-work leadership, co-operative behaviour and technical competencies
- Acquire knowledge of sports initiatives of the Government

Pedagogy: Theory, Practical

Unit - 1	History and Basic Concept of Sports and Fitness	Hours: 05
	<ul style="list-style-type: none"> • Concept of Sports and Fitness • Aims and Objectives, • Importance of Sports and Fitness • Fitness Components • Difference between Games and Sports • History of Sports • Ancient and Modern Olympics • Asian Games and Common Wealth Games 	
Unit – 2	Concepts of Physical Fitness and Rules and Techniques of Games	Hours: 05
	<p>Concepts of Physical Fitness</p> <ul style="list-style-type: none"> • Meaning and development of strength, speed and accuracy in different physical activities • Sports Nutrition • Importance of a Balanced Diet <p>Rules and Techniques</p> <ul style="list-style-type: none"> • Basic concepts and rules of different outdoor sports • Skills development in Sports • Outdoor Adventure Activity 	
Unit – 3	Trends in Sports and Fitness	Hours: 05
	<ul style="list-style-type: none"> • Sports and Fitness for Personality Development • Team building through Group games • General Sports Policies • Role of Khel Mahakumbh in Gujarat to promote Sports • Careers in Sports 	
Unit 4	Practical	Hours: 30
	<ul style="list-style-type: none"> • Marking fields or courts on ground • Group Games or Relay Race • Outdoor Games • Yoga, Aerobics and Zumba Sessions 	



- **Skill Development Activities:**
- Practicing general warm-up, stretching
- Practicing cardio and respiratory fitness
- Running Test
- Walking, Skipping and Running
- Participate in one Individual Game

REFERENCES

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- Competition Level Book of Sports and Games, Prof. Dr. A. Mahaboojan, Dr.U.Viswejan, Dr.C. Arulraj, Mr.C. Selwaraj,Ms.V. Sowmiya, Mr. R. Vijayakumar, Lakshya Publisher and Distributor
- Exercise, Physiology, Fitness and sports Nutrition,B. Srilakshmi,V.Suganthi, G. Kalaivani Ashok, New Age International Publisher
- Health, Education and Hygiene, B. C. Rai, Prakshan Kendra, Lucknow
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- Sports Nutrition and Weight Management, Prof. V. Satyanarayana
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