



**TILAK MAHARASHTRA
VIDYAPEETH
DEPARTMENT OF MANAGEMENT**

BACHELOR OF BUSINESS ADMINISTRATION
(BBA)

SYLLABUS

For

IInd Year

(Applicable from 2022)

SEMESTER- III

Subject Code: **BBA22-311**

Core / Elective: **Core**

Subject Name: **Business Mathematics**

Credits: 04

No of Hours: **4 hours per week**

INTRODUCTION:

The course will enable the students in terms of understanding business mathematics and the various concepts related to it.

COURSE OBJECTIVE:

Studying this subject would improve the mathematical abilities and statistical skills of the students and help them in understanding related concepts.

COURSE OUTCOMES: After completion of the course, student will be able to:

1. Understand the basic concepts of business mathematics.
2. Interpret and solve real-life business problem using such concepts as differentiation.
3. Understand such concepts as matrices.
4. Understand various mathematical concepts useful in day-to-day scenario.

SYLLABUS

Unit 1: Percentage: Meaning, practical use and computation of percentages.

Unit 2: Ratio, Proportion and Variation : Inverse ratio, continued ratio. Direct proportion and inverse proportion. Application to partnership.

Unit 3. Profit and Loss :

Problems involving cost price selling price, market price trade discount and cash discount.

Unit 4. Commission and Brokerage :

Rate of commission, types of commission agents, problems.

Unit 5. Simple and Compound Interest:

Concept of principal rate of interest, period and amount by simple and compound interest. Calculation of compound interest when compounded quarterly half yearly and annually.

Unit 6. Simple Annuity : Simple annuity (time span) status of annuity, Certain annuity,

Annuity Contingent, Perpetual annuity. Amount of annuity, Present value of annuity.
Annuity due and
immediate annuity.

Recommended Books:

Business mathematics and analytics	Sharma, Anand.	Himalaya Publishing House
Business mathematics	Kumar, Mukesh	Medtech
Textbook of business mathematics	Khan, Shadab	Viva books
Business maths	Riley, Pippa	Viva books

Syllabus (Revised from 2022)
BBA – Semester III

Subject Code: **BBA22-312**

Core / Elective: **Core**

Subject Name: **Micro Economics**

Credits: **4**

No of Hours: **4 hours per week**

INTRODUCTION:

Microeconomics is the study of individual economic agents and their decision-making processes. This course provides an introduction to microeconomic principles and concepts, with a focus on their application in business and managerial decision-making. Students will analyze supply and demand, market structures, consumer behavior, production and cost analysis, and market failures. The course aims to develop critical thinking skills and provide a foundation for further studies in economics and business.

COURSE OBJECTIVES:

1. To introduce students to the fundamental concepts and principles of microeconomics.
2. To develop students' understanding of how individuals and firms make economic decisions.
3. To analyze the behavior of consumers and producers in various market structures.
4. To provide students with the tools and techniques to analyze and interpret economic data.

COURSE OUTCOMES:

1. Analyze the fundamental concepts of microeconomics, such as supply and demand, elasticity, consumer behavior, production, and costs.
2. Explain the different market structures (perfect competition, monopoly, oligopoly, monopolistic competition) and evaluate their implications for market outcomes.
3. Apply microeconomic tools to analyze the pricing and production decisions of firms in various market structures.

SYLLABUS

Unit I: Introduction to Economics, Definition of Economics, Nature and Scope of Economics, Significance and Evolution of Micro economics, Functions of Managerial Economics

Unit II: Supply and Demand Analysis: Law of demand and law of supply, Demand determinants, Market equilibrium and price determination.

Unit III: Elasticity of Demand and types of elasticity.

Unit IV: Elements of cost, Factors of production.

Unit V: National Income, Estimates and analysis (GDP, GNP, NNP, HDI), methods of measurement of National income.

Unit VI: Types of market structure, Perfect v/s imperfect market, trade cycles

Recommended Books:

Managerial Economics	Kulkarni, B. D.	Everest Publishing House
Micro Economics Theory	Dwivedi D N	Vikas Publishing House
Managerial Economics	Chaturvedi , D. D.	Brijwasi Book Distributors and publishers
Managerial Economics	Maheshwari, Yogesh	Prentice Hall of India Private Limited
Managerial Economics	Gupta, G. S.	Tata McGraw Hill Education Private Limited.

Syllabus (Revised from 2022)
BBA – Semester III

Subject Code: **BBA22-313**

Core / Elective: **Core**

Subject Name: **Cost & Works Accounting**

Credits: **4**

No of Hours: **4 hours per week**

INTRODUCTION:

In developing economy like ours, the importance of cost accounting has been acknowledged by all when optimum utilization of resources is the need of the day.

COURSE OBJECTIVES:

To enable the students to gain insights into the various concepts related to cost accounting and the terms which characterize the phenomenon of costing.

COURSE OUTCOMES: After completion of the course, student will be able to:

1. Understand the basic cost concepts, element of cost & Preparation of Cost Sheet.
2. Understand the principles and techniques used in recording, analyzing and reporting costs.
3. Understand the principles and techniques used in revenues for internal management purposes.
4. Develop applicable cost concepts in making short term decisions and the application of Spreadsheets in management accounting.

SYLLABUS

Unit I: Introduction

- Concept of Cost, Costing, Cost Accounting, Cost Accountancy, Cost Centre, Cost Unit
- Limitation of Financial Accounting
- Objectives, Advantages and Limitations of Cost Accounting and Costing
- Distinguish between – Financial Accounting & Cost Accountancy

Unit II. Elements of Cost

- Material, Labour, Expenses
- Cost Classification
- Preparation of Cost Sheet
- Preparation of Estimated Cost Sheet
- Tender v/s Quotation, Criterias to select a tender or quotation

Unit III. Material

- Need and essentials of Material Control
- Functions of purchase department, Purchase procedure,
- Stock Levels

- Economic Order Quantity (EOQ)
- Pricing Methods of issue of material : FIFO, LIFO
- Stock taking, identification of slow, non-moving and fast moving items
- ABC analysis
- JIT system

Unit IV. Labour

- Meaning and definition of wages.
- Records and methods - time keeping and time booking, recent trends
- Methods of remuneration -Time rate system, Piece rate system, Taylor's differential piece rate system.
- Incentive Plan- Halsey Plan, Rowan Plan, Group Bonus scheme, Performance-based incentive plan.
- Payroll meaning and components
- Labour Turnover.
- Job Analysis & Job Evaluation.
- Merit Rating

Recommended Books:

Fundamental of cost accounting	Sahoo, Bibhu Prasad	Wisdom Publications
Cost accounting	Khan, M.Y. & Jain, P.K.	Tata McGraw Hill Education Private Limited.
Cost Accounting	Lal, Jawahar.	Tata McGraw-Hill Publishing Company ltd
Cost and management accounting	Inamdar, Satish M.	Everest Publishing House
Cost accounting	Saxena, V.K.	Sultan chand & sons

Syllabus (Revised from 2022)
BBA – Semester III

Subject Code: **BBA22-314**

Core / Elective: **Core**

Subject Name: Consumer Behaviour

Credits: **03**

No of Hours: **3 hours per week**

INTRODUCTION:

Consumer is the reason why business exists. Without them no business has any purpose and therefore can never survive or grow. Today's Modern Marketing considers Consumer behavior as the basic science of business strategies. The marketing process starts from consumer and ends at the consumer. Through this course, students are expected to learn the nature of consumer behavior analysis; importance of understanding consumer behavior in marketing; consumers' buying decision process; and influences of individual psychology, group dynamics, social-class and cultural and sub-cultural factors in an individual consumers' buying decisions.

COURSE OBJECTIVES:

1. To understand the fundamental theories and concepts related to consumer behavior.
2. To explore the psychological processes involved in consumer decision-making.
3. To examine the impact of social and cultural factors on consumer behavior.
4. To analyze market segmentation and targeting strategies based on consumer behavior insights.

COURSE OUTCOMES: By the end of this course, students should be able to:

1. Describe the nature of consumer behavior analysis and its relevance in designing various marketing strategies;
2. Demonstrate a thorough understanding of the consumer buying behavior process from need/problem recognition to post-purchase outcomes;
3. Analyze the individual psychological forces and socio-cultural forces that shape the purchase behavior of individual consumers.

SYLLABUS

Unit I: Introduction to Consumer Behavior: Definition and scope of consumer behavior, Importance of studying consumer behavior, Evolution of consumer behavior theories.

Unit II: Consumer Decision-Making Process:

- Problem recognition and information search

- Evaluation of alternatives and purchase decisions
- Post-purchase behavior and customer satisfaction

Unit III: Psychological Influences on Consumer Behavior

- Perception and attention
- Learning and memory
- Motivation and needs
- Attitudes and beliefs
- Personality and self-concept

Unit IV: Social and Cultural Influences on Consumer Behavior: Social influences: reference groups, family, and social class, Culture and subculture, Cross-cultural consumer behavior

Unit V: Ethics and Consumer Behavior: Consumer rights and responsibilities, Ethical issues in marketing, Sustainable and socially responsible consumer behavior

Recommended Books:

Consumer Behaviour	Bhatt, Rajesh.	Commonwealth publisher pvt ltd
Consumer Behaviour	Lean. G. Schiffman Leslve Lazor Kanut	Prentice hall International
Consumer Behaviour in Indian Perspective	Suja Nair	Himalaya Publishing House
Consumer behaviour	East Robert	Sage publications

Syllabus (Revised from 2022)
BBA – Semester III

Subject Code: **BBA22-315**

Core / Elective: **Core**

Subject Name: **E Commerce**

Credits: **03**

No of Hours: **3 hours per week**

INTRODUCTION: This course provides an introduction to the concepts, theories, and practices of e-commerce. Students will gain a comprehensive understanding of the key elements involved in conducting business online, including technological infrastructure, electronic payment systems, security and privacy issues, marketing strategies, and legal and ethical considerations. The course also explores current trends and emerging technologies in e-commerce.

COURSE OBJECTIVES:

1. Understand the fundamentals of e-commerce and its impact on business and society.
2. Identify and analyze the technological infrastructure required for e-commerce. Develop effective online marketing strategies for e-commerce businesses.
3. Understand legal and ethical considerations in e-commerce and comply with relevant regulations.
4. Explore emerging trends and technologies in e-commerce and their potential implications.

COURSE OUTCOMES: After Completion of the subject student should able to:

- Understand the basic concepts and technologies used in the field of management information systems;
- Have the knowledge of the different types of management information systems;
- Understand the processes of developing and implementing information systems;
- Be aware of the ethical, social, and security issues of information systems;

SYLLABUS

Unit I: Introduction to E-commerce

- Definition and scope of e-commerce
- Evolution and importance of e-commerce
- E-commerce business models

Unit II: Electronic Payment Systems

- Types of payment systems (credit cards, digital wallets, etc.)
- Online payment gateways
- Security and authentication in payment systems

Unit III: Online Marketing and Advertising

- Search engine optimization (SEO)
- Pay-per-click advertising (PPC)
- Social media marketing and influencer marketing

Unit IV: Legal and Ethical Issues in E-commerce

- Intellectual property rights
- Online consumer protection
- Ethical considerations and responsible e-commerce practices

Unit V: Emerging Trends and Technologies

- Artificial intelligence (AI) in e-commerce
- Virtual reality (VR) and augmented reality (AR) in e-commerce
- Blockchain and cryptocurrencies in e-commerce

Recommended Books:

" Electronic Commerce"	Elias. M. Awad	Prentice-Hall of India Pvt Ltd.
Electronic Commerce-A Manager's guide	RaviKalakota, Andrew B. Whinston	Addison-Wesley
E-Commerce: an Indian perspective	S. J. Joseph	Prentice-Hall of India Pvt Ltd.

Syllabus (Revised from 2022)
BBA – Semester III

Subject Code: **BBA22-316 A**

Core / Elective: **Elective**

Subject Name: Presentation Skills

Credits: **2**

No of Hours: **2 hours per week**

INTRODUCTION:

This course aims to enhance students' oral communication and presentation abilities. It provides practical techniques and strategies for delivering effective and engaging presentations in various professional settings. Students will develop their public speaking skills, learn how to structure and organize presentations, employ visual aids, and handle audience interaction. The course incorporates hands-on practice, feedback, and self-reflection to foster confident and impactful presentations.

COURSE OBJECTIVES:

1. To develop effective verbal and non-verbal communication skills for presentations.
2. To understand the principles of audience analysis and adapt presentations accordingly.
3. To learn techniques for structuring and organizing presentations for maximum impact.
4. To master the use of visual aids and multimedia tools to support presentations.

COURSE OUTCOMES:

SYLLABUS

Unit 1: Introduction to Presentation Skills: Importance of effective presentations, Elements of successful presentations, Overcoming common presentation challenges, Audience Analysis and Presentation Planning, Identifying the target audience, Setting presentation goals and objectives Structuring presentations for maximum impact.

Unit 2: Verbal Communication Skills: Developing clear and concise messages, Effective use of vocal variety and tone, Enhancing storytelling and engaging the audience

Unit 3: Non-Verbal Communication and Body Language: Understanding the impact of non-verbal cues, Effective use of gestures, facial expressions, and posture, Establishing rapport and building connections with the audience.

Unit 4: Managing Stage Fright and Building Confidence: Understanding and managing anxiety, Techniques for relaxation and stress reduction, Building confidence through practice and preparation.

Unit 5: Visual Aids and Presentation Technology: Designing compelling slides and visual materials, Using presentation software effectively (e.g., PowerPoint), Incorporating multimedia elements and interactive tools.

Unit 6: Feedback and Evaluation: Giving and receiving constructive feedback, Techniques for self-evaluation and improvement, Strategies for continuous learning and growth.

Recommended Books:

Communication skills	Malik, J. S.	Vayu Education of india
Slide:ology: The Art and Science of Creating Great Presentations	Nancy Duarte	O'Reilly Media
Crucial Conversations: Tools for Talking When Stakes Are High	Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler	McGraw-Hill

SEMESTER- IV

Subject Code: **BBA22-411**

Core / Elective: **Core**

Subject Name: Management Accounting

Credits: **4**

No of Hours: **4 hours per week**

INTRODUCTION:

Management accounting is a crucial discipline within business administration that focuses on providing relevant financial information for internal decision-making. It involves analyzing and interpreting financial data to assist managers in planning, controlling, and optimizing organizational performance. The discipline emphasizes the use of financial information to support strategic planning and effective resource allocation. Topics covered include cost behavior, variance analysis, and budgeting techniques. This field is essential for businesses to enhance efficiency, allocate resources effectively, and achieve long-term financial goals.

COURSE OBJECTIVE:

The objectives of this course is

- To equip students with the knowledge and skills needed to understand, analyze, and use financial information for managerial decision-making.
- To provide students with the necessary tools to assess the performance of an organization and identify inefficiencies.
- To provide students with a comprehensive understanding of management accounting principles and their application in real-world business scenarios.

COURSE OUTCOMES:

On completion of this course students will

- Able to analyze costs behavior in different situations and make predictions about future costs based on historical data.
- Gain the ability to create budgets for various organizational functional areas and to compare planned and actual performance.
- Utilize methods and instruments for performance measurement to evaluate the efficacy and efficiency of organizational procedures.
- Able to enhance strategic decision-making within an organization by applying management accounting concepts.

- Able to think critically to analyze complex accounting issues and propose effective solutions.

SYLLABUS

Sr. No.	Unit	No of sessions
I	Basics of Management Accounting: Meaning and definition of Management Accounting, Evolution of Management Accounting, Nature and Scope of Management Accounting ,Relationship of Management Accounting with Other Branches of Accounting and Other Disciplines of Studies.	4
II	Marginal Costing as a Tool for Decision Making: Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing – P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses problems. Make or Buy Decision, Change in product Mix, Pricing Decisions, Exploring a New Market, Shut-down Decisions	12
III	Ratio Analysis : Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis – Uses and Limitations – Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements, Interpretation of ratios	14
IV	Standard Costing: Introduction to Standard Costing, Cost Standards and their types, Standard Costing and Budgetary Control, Operation of Standard Costing System, Establishing Standard Costs, Analysis, Interpretation, Presentation and Disposal of variances	14
V	Budgetary Control: Meaning of Budget, Budgetary Control and its use as a management tool, Functions of Budgets, Difference between Budgets and Forecasts, Planning Process and Budgetary Process, Stages in Budget Process, Various Types of Budgets, Zero Based Budgeting, Activity Based Budgeting, Fixed and Flexible Budgets, Behavioral Aspects in Budgeting.	16
Total Sessions		60

Recommended Books:

Title of Book	Author	Publisher
Management Accounting	Dr. S.N. Maheswari	Mahavir Publications
Advanced Cost and Management Accounting	T.S.Sexana	Sultan Chand
Accounting for Management	Sharma and Gupta	Kalyani Publishers
Cost and Management Accounting	Jain and Narang	Kalyani Publisher
Management Accounting	Dr. S.N. Goyal and Manmohan	S.N. Publications

Syllabus (Revised from 2022)
BBA – Semester IV

Subject Code: **BBA22-412**

Core / Elective: **Core**

Subject Name: Statistics and Quantitative Methods

Credits: **4**

No of Hours: **4 hours per week**

INTRODUCTION:

In the dynamic landscape of business, data-driven decision-making is crucial for success. This course is designed to equip BBA students with the essential statistical and quantitative tools necessary to analyze, interpret, and make informed decisions in the business world. From descriptive statistics to inferential analysis, this course provides a comprehensive foundation for leveraging quantitative methods in various business scenarios.

COURSE OBJECTIVE:

1. Develop a solid understanding of basic statistical concepts, including measures of central tendency, dispersion, probability, and sampling techniques.
2. Acquire proficiency in utilizing statistical software for data analysis, interpretation, and presentation of results.
3. Learn how to formulate and test hypotheses, make inferences, and draw meaningful conclusions based on statistical evidence.
4. Learn the application of regression analysis for predicting and understanding relationships between variables in a business context.
5. Develop skills in quantitative methods for decision-making, including linear programming, decision trees, and sensitivity analysis.
6. Understand and apply various forecasting techniques to predict future trends and make proactive business decisions.

COURSE OUTCOMES:

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

1. Utilize statistical concepts to describe and summarize data, drawing meaningful insights for business decision-making.
2. Formulate hypotheses, conduct hypothesis tests, and interpret results to support decision-making processes.
3. Apply regression analysis to model relationships between variables and make predictions in a business context.
4. Apply quantitative methods such as linear programming and decision trees to optimize business decision-making processes.
5. Utilize various forecasting techniques to predict future trends, helping organizations prepare for and adapt to changing market conditions.

SYLLABUS

Unit 1: Introduction to Statistics:

- Use of Statistics in Business
- Importance of Statistics
- Limitations Of Statistics
- Modeling and Business Statistics for Decision Making.
- Types of Statistics
- Scope of Statistics
- Types of Data
- Common Statistical Terminology
- Various Statistical Tools

Unit 2: Measures of Central Tendency:

- Introduction
- Methods of collection of primary data
- Organizing the data
- Graphical Representation
- Averages: Measures of Central Tendency
- Mean ,Mode , Median

Unit 3: Correlation and Regression as Decision making tool:

- Scatter Diagram or Scatter plot
- Correlation and Covariance
- Karl Pearson's Correlation Coefficient
- Spearman's Rank Correlation
- Coefficient of Concurrent Deviation
- Standard error of Correlation Coefficient
- Coefficient of determination
- Regression
- Residual values
- Standard error of estimate
- Confidential Interval

Unit 4: Probability and Distributions

- Introduction
- Important Definitions
- Basic Calculations in Probability
- Basics of Permutations and Combinations
- Set theory and Probability Theorems
- Mathematical Expectation or Expected value
- Normal Distribution
- Standardizing Normal Variable

Unit 5: Time series & Index Numbers

- Introduction
- Calculation of proper time averages
- Plotting Time series Graphs

- Time series period Interpretation
- Price and Quantity Relatives
- Price and Quantity Index Numbers
- Laspeyre's and Paasche's Index Numbers
- Illustrations
- Various Index Number Definitions
- Consumer Price Index or Cost of Living Index

Recommended Books:

Title of Book	Author	Publisher
Statistical and quantitative methods	Ranjeet Chitale H.	Nirali Prakashan
Fundamentals of mathematical statistics	Gupta, S.C.	Sultan Chand & Sons
Quantitative techniques for management	Levine, David M.	Pearson Education
Business Statistics	A.V.Rairikar	Nirali Prakashan

Syllabus (Revised from 2022)
BBA – Semester IV

Subject Code: **BBA22-413**

Core / Elective: **Core**

Subject Name: Macro Economics

Credits: **4**

No of Hours: **4 hours per week**

INTRODUCTION:

The study of macroeconomics focuses on how an economy functions and behaves overall. The core ideas guiding national income, inflation, unemployment, monetary and fiscal policy, economic growth, and international commerce are covered in depth in this course. In order to understand the effects of economic policies and scenarios on global markets, industries, and society, students will examine real-world examples.

COURSE OBJECTIVE:

1. Gain a thorough comprehension of macroeconomic concepts, including national income
2. Develop analytical skills to evaluate and interpret economic indicators, such as inflation, unemployment, and trade balances.
3. Apply classical and modern economic theories to assess issues related to full employment, income determination, and monetary policies.
4. Explore the implications of macroeconomic theories on policy-making, international trade, and financial markets.
5. Cultivate critical thinking skills to analyze the interplay between various macroeconomic factors and their impacts on real-world scenarios.

COURSE OUTCOMES:

By the end of this course, students will:

- Demonstrate a comprehensive understanding of macroeconomic concepts and their application.
- Analyze and interpret economic data to draw conclusions about economic performance.
- Articulate informed perspectives on global economic interactions and their impact

on local economies.

- Develop critical thinking skills by applying economic models to real-world scenarios.

SYLLABUS

Unit 1	Concepts of Macro Economics and National Income Determination: Definitions, Importance, Limitations of macroeconomics, Macro-Economic Variables. Circular Flow of Income in Two, Three, Four Sector Economy, Relation between Leakages and Injections in Circular Flow.
Unit 2	Theory of Full Employment and Income: Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between Saving and Consumption. Investment function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment
Unit 3	Functions and Forms of Money, Demand for Money ,Classical, Keynesian and Friedman Approach, Inflation – Theory and Types
Unit 4	Banking, Stock Market And Insurance: Functions of Commercial banks – The process of credit creation – Concept of Non Banking Finance Companies (NBFCs)
Unit 5	Absolute Advantage Theories , Comparative advantage theories ,Balance of payments; Balance of trade. Trade Deficits and surplus

Recommended Books:

Title of Book	Author	Publisher
Macroeconomics	Ahuja, H.L.	S.Chand and Co. (Pvt.) Ltd.
Macro economy today	Schiller, Bradley	Mc Graw hill education PVT Ltd
Macroeconomics: For Management Students	A.Nag	Atlantic Publishers and Distributors

Syllabus (Revised from 2022)
BBA – Semester IV

Subject Code: **BBA22-414**

Core / Elective: **Core**

Subject Name: Business Laws

Credits: **3**

No of Hours: **3 hours per week**

INTRODUCTION:

This course aims to provide a comprehensive understanding of the legal framework that governs business operations. In today's globalized economy, a thorough grasp of legal concepts is essential for successful business management. This course will delve into the diverse legal aspects affecting business decisions and strategies, enabling students to navigate the complex landscape of business law effectively.

COURSE OBJECTIVES:

1. Develop a profound understanding of the legal principles, regulations, and frameworks that govern various aspects of business operations.
2. Apply legal concepts to real-world business scenarios, enabling students to make informed and ethical decisions within legal boundaries.
3. Explore the ethical dimensions of business decisions and understand the role of legal compliance in maintaining social responsibility.

COURSE OUTCOMES:

By the end of this course, students will be able to:

1. Exhibit a comprehensive understanding of various legal concepts, such as contract law, business torts, intellectual property rights, and regulatory compliance.

2. Apply legal knowledge to analyze and resolve complex business problems while adhering to legal and ethical guidelines.
3. Evaluate, draft, and interpret contracts with precision, considering the legal implications and risks involved.
4. Integrate ethical considerations into business decision-making processes, recognizing the importance of social responsibility and legal compliance.

SYLLABUS

Unit 1. Part 2: Indian Contract Act (1872)

- Performance & Discharge of Contract
- Remedies for Breach of Contract
- Contract of Guarantee
- Rights, Duties, Liabilities of Agents and Principle

Unit 2. Companies Act, 2013:

- Definition, Meaning, Feature & Types
- Memorandum of Association
- Article of Association
- Membership in Company, Shares, Accounts & Audit, Company Management & Meetings
- Compromise, Arrangement, Re construction & Amalgamation
- Winding –up of a Company

Unit 3. Intellectual Property Rights

- Meaning of property: Origin, Nature
- Meaning of Intellectual Property Rights
- Kinds of Intellectual property rights—Copy Right, Patent, Trade Mark, Trade Secret and trade dress, Design, Layout Design, Geographical Indication, Plant Varieties and Traditional Knowledge.

Unit 4. The Consumer Protection Act 2019:

- Definitions
- Central Consumer Protection Council
- State Consumer Protection Council
- Consumer Dispute, Redressal agencies
- Consumer Dispute Redressal Forum
- Consumer Dispute Redressal Commission: State and National Commission

Recommended Books:

Title of Book	Author	Publisher
Business law for management	Bulchandani, K. R.	Himalaya Publishing House
Business law	Nabi, M. K.	Wisdom Publications
Intellectual Property Law: Revised and updated	P.Narayanan	Eastern Law House

Syllabus (Revised from 2022)
BBA – Semester IV

Subject Code: **BBA22-415**

Core / Elective: **Core**

Subject Name: Corporate Communications

Credits: **3**

No of Hours: **3 hours per week**

INTRODUCTION:

This course provides an in-depth exploration of communication strategies and practices within corporate environments. Students will examine various communication frameworks, tools, and techniques essential for effective organizational communication.

COURSE OBJECTIVE:

1. Understand the fundamentals of corporate communication theories and principles.
2. Develop proficiency in various forms of written and oral communication relevant to corporate settings.
3. Analyze case studies to evaluate real-world corporate communication challenges and solutions.
4. Apply strategic communication frameworks to address organizational issues.
5. Cultivate critical thinking skills for effective communication within diverse corporate environments.

COURSE OUTCOMES:

By the end of this course, students will be able to:

1. Comprehend and apply key theories and concepts of corporate communication in practical contexts.
2. Demonstrate effective written and oral communication skills tailored to corporate settings.
3. Evaluate and discuss case studies illustrating corporate communication challenges and propose suitable solutions.
4. Develop strategic communication plans addressing specific corporate scenarios.
5. Collaborate and engage in group discussions, demonstrating critical thinking in

corporate communication contexts.

SYLLABUS

Unit 1: Introduction to Corporate Communication

- Overview of corporate communication theories
- Importance of effective communication in corporate settings
- Role of communication in organizational success

Unit 2: Forms of Corporate Communication

- Written communication: memos, emails, reports
- Oral communication: presentations, meetings, negotiation skills
- Non-verbal communication and its impact in corporate environments

Unit 3: Communication Strategy and Planning

- Developing corporate communication strategies
- Stakeholder communication and engagement

Unit 4: Crisis Communication

- Identifying potential crises in corporate environments
- Developing crisis communication plans and strategies

Unit 5: Interpersonal Communication and Team Dynamics

- Effective communication in teams and across departments
- Conflict resolution and negotiation skills
- Building and maintaining professional relationships

Unit 6: Case Studies and Applications

- Analyzing real-world corporate communication challenges
- Group presentations on communication strategies for given scenarios
- Applying learned concepts to practical situations

Recommended Books:

Title of Book	Author	Publisher
Corporate communication	Rath, Pragyan.	Cengage Learning India Pvt. Ltd
Basic business communication	Lesikar, Raymond V.	Tata McGraw Hill Education Private Limited.

Communication skill for effective management	Ghanekar, Anjali	Everest Publishing House
Corporate communication through social media	Kaul, Asha.	Sage Publications

Syllabus (Revised from 2022)
BBA – Semester IV

Subject Code: **BBA22-416-A**
Subject Name: MS Office

Core / Elective: **Core**
Credits: **2**

No of Hours: **2 hours per week**

INTRODUCTION:

Learning Microsoft Office is of paramount importance in today's digital age, particularly in a business context. MS Office applications like Word, Excel, and PowerPoint are widely used in daily official work worldwide. Proficiency in these tools allows people to create and edit documents, analyze data, and design presentations efficiently, ultimately boosting workplace productivity. This course will help students learn how to use Microsoft Office tools efficiently through hands-on training and practical exercises.

COURSE OBJECTIVES:

1. Develop proficiency in Microsoft Word for creating and formatting business documents, reports, and letters.
2. Acquire practical skills in Microsoft Excel for data management, analysis, and basic financial modeling.
3. Master Microsoft PowerPoint for creating engaging and impactful presentations to convey business ideas effectively.
4. Apply the knowledge gained to enhance productivity, communication, and problem-solving in various business scenarios.

COURSE OUTCOMES:

After completion of the course, students will be able to:

1. Gain proficiency in creating, editing, and formatting documents efficiently.
2. Gain competency in managing data through filtering, validation, and data protection.
3. Create, edit and formatting spreadsheets with formulas and functions.
4. Design presentations through PowerPoint tools and deliver them confidently and professionally.

SYLLABUS

Unit 1: Introduction to MS Office Suite:

- Overview of MS Office tools (Word, Excel, PowerPoint)
- Understanding the user interface and common features

Unit 2: Microsoft Word:

- Creating, saving, and opening documents
- Formatting text and paragraphs
- Working with tables and lists
- Inserting images and shapes
- Headers, footers, and page numbering
- Using templates and themes
- Mail merge and basic automation

Unit 3: Microsoft Excel:

- Introduction to spreadsheets and cells
- Entering and formatting data
- Basic formulas and functions (e.g., SUM, AVERAGE, COUNT)
- Working with charts and graphs
- Sorting and filtering data
- Data validation and protection
- Introduction to pivot tables

Unit 4: Microsoft PowerPoint:

- Creating and editing slides
- Applying themes and slide layouts
- Inserting images, videos, and multimedia
- Slide transitions and animations
- Tips for effective presentations

Unit 5: Working with cloud storage and file-sharing services

Recommended Books:

Title of Book	Author	Publisher
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Microsoft Office 365 All-In-One For Beginners	Tech Demystified	Kindle Edition
Computer Application in Business	Dr.S.Sudalaimuthu, Mr.S.Anthony Raj	Himalaya Publications

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