

BBA: Semester-II**Paper MGTB-201: ENGLISH LANGUAGE-II**

(From list I)

Duration: 3 Hrs.**Marks: 100****Credits: 2**

The subject of English Language-II is basically designed for students of Management to equip with written communication, oral communication, report writing and reading comprehension to develop skills for business communication. The more specific objectives are as follows:

- To make learners know, understand and use written communication with particular reference to, Memo, resume and professional correspondence in a business environment.
- To make learners know and understand Oral communication along with knowledge of communication ethics.
- To Make learner know and understand how to write different types of project reports.
- To facilitate the learners to sharpen their english language by reading selected texts to create a conducive environment for professionals to grow as good and responsible human beings imbibing values and ethics.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1:	Use of written communication for professional purpose.
CO2:	To identify, formulate and solve the real life problems with positive attitude, Overcome the problems he/she faces in oral and written communication
CO3:	Acquire knowledge of and methods for using Business communication, such as, different types of reports.
CO4:	Using literature to enhance the overall communication skills by reading the prescribed texts, articles and movies reviews.

Course Contents**Unit I: Written Communication**

1. Compose clear, concise, and effective business correspondence that meets the goal of various rhetorical situations:
 - a. Letters
 - i. Cover letter
 - ii. Letter for a job application
 - iii. Thank you, letter,
 - iv. Letter of complaint
 - b. Memos
 - c. Resumes
 - d. Emails
 - e. Reports

Unit II: Oral Communication

1. Communicate in ethical ways:
 - a. Construct a reasoned and fair argument without deception or inflammatory language
 - b. Adapt tone for various rhetorical situations
 - c. Appropriate source integration
2. Understand and apply basic business etiquette to a variety of professional situations:
 - a. First impressions
 - b. Attire
 - c. Listening skills
 - d. Tone
 - e. Behaviour
 - f. Telephone etiquette

Unit III: Report Writing

What is report writing, basic rules of report writing, practical exercises on report writing.

Unit IV: Reading and Understanding

Reading Comprehensions-interpretation of key texts-analysis of essays and articles. Book reviews-movie reviews.

Suggested Readings:

- Locker and Kaczmarek, Business Communication: Building Critical Skills, McGraw Hill Education
- Herta A Murphy, Herbert W Hildebrandt, Jane P. Thomas, Effective Business Communication (SIE), McGraw Hill Education
- Dona Young, Foundations of Business Communication: An Integrative Approach, McGraw Hill Education
- Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz, Paula Lentz, and Neerja Pande, Business Communication: Connecting in a Digital World (SIE), McGraw Hill Education
- “My Financial Career” Stephen Butler Leacock
- “The Gift of the Magi”, O. Henry

Note: Latest edition of textbooks may be used.

Teaching Learning Process

Interactive classroom sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, End-semester examination

Keywords:

English, Oral Communication, Business letters, Basic Grammar, Reported Speech

BBA: Semester-II

Paper MGTB-202: ENVIRONMENT STUDIES

(From list-II)

Duration: 3 Hrs.

Marks: 100

Credits: 4

Course Objective

To bring awareness about our environment in management students

Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: Debate on the impact of environmental depletion, especially on ecosystem and biodiversity.
- CO2: Identify factors causing land, water, air, and noise pollution
- CO3: Develop keen understanding of non-conventional energy source, solid waste management and technologies for sustainable development

Course Contents

Unit I: The multidisciplinary nature of environmental studies

- Definition,
- Scope and importance
- Need for public awareness

Unit II: Natural Resources:

Renewable and non-renewable resources:

Natural resources and associated problems.

- Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

- Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits, and problems.
- Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Unit III: Ecosystems

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers, and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure, and function of the following ecosystem:
- Forest ecosystem
- Grassland ecosystem
- Desert ecosystem
- Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Unit IV: Biodiversity and its conservation

- □ Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic, and option values
- Biodiversity at global, national, and local levels
- India as a mega-diversity nation
- Hot spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Unit V: Environmental Pollution

- Definition
- Causes, effects, and control measures of:
- Air pollution
- Water pollution
- Soil pollution
- Marine pollution
- Noise pollution
- Thermal pollution
- Nuclear pollution

- Solid waste management: Causes, effects, and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone, and landslides

Suggested Readings:

Note: Latest edition of textbooks may be used.

Teaching Learning Process

Interactive classroom sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, End-semester examination

Keywords:

Environment, Energy, Renewable, Non-renewable, Pollution, Biodiversity

BBA: Semester-II**Paper MGTB-203: BUSINESS STATISTICS****Duration: 3 Hrs.****Marks: 100****Credits: 4****Course Objective**

The objective of this course is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making. Following are more specific objectives

- To understand the importance of data and how to collect, organize and summarize those data.
- To describe preliminary statistical techniques to solve problems.
- To explain the merits and limitations of different statistical techniques.
- To impart the knowledge of interpreting the result of data analysis.
- To enable the students in terms of understanding the statistical aspects related to business thereby enhancing their skills in this regard.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1:	Understand the concept of probability for decision making in business and other walks of life.
CO2:	Understand the theory of probability and apply probability distribution in business decisions.
CO3:	Know about the relationship between sample size and standard error. It will help in doing specimen testing.
CO4:	Apply inferential statistics for generalizing and conformation of parameters for a population.
CO5:	Get exposure to testing hypotheses related to some research work or projects.

Course Contents

Unit I

Probability: introduction, basic terminology, Types of probability, Probability rules, posterior probability.

Unit II

Probability distribution: Introduction, random variables, use of expected value in decision making, normal distribution, binomial distribution.

Unit III

Sampling and Sampling distribution: introduction, random sampling, sampling distribution, relationship between sample size and standard error.

Unit IV

Estimation: introduction, point estimate, interval estimate, confidence interval, sample size in estimation.

Unit V

Testing Hypothesis: introduction, basic concept, testing procedure, testing hypothesis, measuring the power of hypothesis test. Testing of proportion.

Suggested Readings:

- Vohra, N.D., (2009) Quantitative Techniques in Management, 4th edition, McGraw Hill
- Education.
- Vishwanathan, P.K., (2008) Business Statistics and Applied Orientation, 1st edition, Pearson
- Education.
- Rajagopalan, S. and Sattanathan, R., (2009) Business Statistics & Operations Research, 2nd Edition, McGraw Hill Education.
- Sharma, J.K., (2009) Operations Research: Problems & Solutions, 2nd edition, Macmillan India
- Ltd.
- Taha, Hamdy, (2008) Operations Research: An Introduction, 8th edition, Pearson Education.
- Render, Barry, Stair, R.M., Hanna, M.E., and Badri, (2009) Quantitative Analysis for
- Management, 10th edition, Pearson Education
- Richard I. Levin and Devid S. Rubin, Statics for management, Pearson

Note: Latest edition of textbooks may be used.

Teaching Learning Process

Interactive classroom sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, End-semester examination

Keywords:

Statistics, Estimation, Sample, Population, Probability

BBA: Semester-II**Paper MGTB-204: COST ACCOUNTING****Duration: 3 Hrs.****Marks: 100****Credits: 4****Course Objective**

The subject of Management Accounting is basically Designed to equip the student with tools for analyzing financial and non-financial information which will help them in decision-making planning and control. The more specific objectives are as follows:

- To understand the basics of cost accounting.
- To understand the Treatments of Costs Under Different Situations
- To understand how methods of costing and types of costing are used together
- To develop expertise on the calculation of cost of production.
- To apply cost accounting in the field of management.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1:	Recognize and apply appropriate theories, principles and concepts relevant to cost accounting.
CO2:	Differentiate various costs and understand cost behavior which will be helpful in analysing cost sheets and making related decisions.
CO3:	Recognise the operation department and the service department. Also, it will enhance knowledge related to apportionment and absorption of overhead.

CO4:	Exercise appropriate judgment in selecting and presenting information using various methods relevant to cost accounting.
CO5:	Understand marginal costing and absorption costing systems for making decisions related to operation and marketing.

Course Contents

Unit I: Introduction

Meaning, objectives and advantages of cost accounting, Difference between cost accounting and financial accounting. Cost concepts and classifications, Elements of cost. Installation of a costing system. Role of a cost accountant in an organization.

Unit II: Cost concept

Types of cost, Cost Accumulations, cost objects, cost classifications, cost applications, cost behavior, Techniques of Costing.

Unit III: Overhead

Classification, allocation, apportionment, and absorption of overhead. Under- and over-absorption. Capacity costs. Treatments of certain items in costing, like interest on capital, packing expenses, debts, research and development expenses, Bad Activity – based cost allocation.

Unit IV Methods of Costing

Unit costing, Job costing. Contract Costing. Process costing (process losses, valuation of work in progress, joint and by-products) Service costing (only transport).

Unit V: Cost -Volume -Profit Analysis

The Relationship of cost and profit with volume, use of CVP Analysis, Marginal Costing and Absorption costing, Breakeven point, contribution marginal Approach, Use of Breakeven analysis.

Suggested Readings:

- Lal, Jawahar. Cost Accounting. Tata McGraw Hill Publishing Co., New Delhi
- Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice. Prentice Hall of India, New Delhi.
- Mittal, D.K. and Luv Mittal. Cost Accounting. Galgotia Publishing Co., New Delhi.
- Arora, M.N. Cost Accounting–Principles and Practice. Vikas Publishing House, New Delhi.
- Shukla, M.C., T.S. Grewal, and M.P. Gupta. Cost Accounting: Text and Problems.
- S. Chand & Co. Ltd., New Delhi.
- Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahabir Book Depot, New Delhi.

Note: Latest edition of textbooks may be used.

Teaching Learning Process

Interactive classroom sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, End-semester examination

Keywords:

Cost, Accounting, CVP, Overheads, Break even analysis

BBA: Semester-II

Paper MGTB-205: ORGANIZATIONAL BEHAVIOR

Duration: 3 Hrs.

Marks: 100

Credits: 4

Objectives

- The basic objective of this course is to familiarize the participants with various factors affecting the performance of an organization.
- To give students a brief understanding of various controllable as well as uncontrollable aspects of Business.
- The forces like the economic, social, political and cultural environment of India and their impact on business operations.
- This will help them in gaining a deeper understanding of the environmental factors influencing Indian business organizations.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1:	Be alert and aware about the various Internal as well as external factors which may impact the business as a whole in the long run.
CO2:	Learn the various legal aspects of a business developed by the government and industry experts to help a business to abide by the laws and remain a sincere contributor to the economy of the country.
CO3:	Understand the various social and demographic factors and their importance from a business perspective.
CO4:	Learn the fiscal factors involved and responsible for the benefit of the business as well as the economy of the country.

CO5:	Learn the various dimensions, laws and code of conduct to go global and continue in the growth of the business.
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Curriculum

Unit I: An Overview of Business Environment

Type of Environment-Internal, External, Micro and Macro Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Nature of the economy, structure of the economy, economic policies. Nature of Indian planning, Planning Commission. Achievement and failure of economic planning in India. Recent GNP trends, Major economic reforms.

Unit II: Industrial & Legal Environment

Industrial policy up to 1991, the new industrial policy, Public, private, joint and cooperative sectors, privatisation through disinvestment, village and small industries, industrial sickness, Regulatory role of the government, MRTP act, trade practices act, FEMA, patents and trade mark. Competition act 2000. Rational and extent of state intervention.

Unit III: Demographic and Societal Environment

Size of Population, Age Structure, Other demographic trends, population control policy, human development. Impact of foreign culture on business. Business and society, Business ethics and corporate governance. Social responsibility of business, social audit, consumer rights and business. Poverty and unemployment in India, planning for poverty elevation.

Unit IV: Monetary and Fiscal Environment

Measure of money supply, Monetary and fiscal policies, liquidity and interest rate environment. Overall structure and trends of taxation; direct taxes; recommendations of the 10th plan advisory Group; Kelkar Committee Recommendations, indirect taxes - Kelkar Committee Recommendations; fiscal deficit and its management, alternate deficit concepts, deficit trends, challenges of deficit management, public borrowings in the fiscal environment.

Unit V: International Business Environment

Evaluation of WTO, function of WTO, Doha declaration, significance of foreign investment, FDI in India trends and pattern, FII, cross-border M&As. Trade balance and BOP. Globalisation of world economy, trend in globalisation, foreign trade policy, export promotion, EXIM policy, EPZs, EOUs, TPs & SEZs.

Recommended Book

- Cherunilam, Francis, (2007), Business Environment - Text and Cases, Himalaya Publishing House.

Reference Book

- Aswathappa, K., (2000), Essentials of Business Environment, 7th edition, Himalaya Publishing House.
- Gupta C. B., (2008), Business Environment, 4th edition, Sultan Chand.
- Bedi, Suresh, ((2004)), Business Environment Excel Book
- Agrawal Raj, Business Environment, Excel book
- Shaikh, Saleem, (2010), Business Environment, 2nd edition, Pearson Education.