



# **Parishkar**

**College of Global Excellence  
(Autonomous) (PCGEA)**

**Syllabus**

**Bachelor of Business Administration**

**(BBA)**

**Session : 2022-23**

**Under Choice Based Credit System**

**Semester - I to VI**

## **Preamble**

The objective of this programme is to prepare students for the society at large. Parishkar College of Global Excellence visualizes all its programmes in the best interest of students and in this endeavour it offers a new vision to all its Under-Graduate Courses. We have developed an approach that has been adopted to strengthen student's experiences as they engage themselves in the programme of their choice. The Under-Graduate programmes will prepare students for both, Academia and Profession. They will be able to understand Operative, Ethical and Professional responsibilities.

The Graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning.

The new curriculum of Bachelor of Business Administration will surely be helpful in students to build their foundation in the area of Management. The choice of Generic Electives and Skill Enhancement Courses enable students to pursue an area of their interest in the field of Management. The content of each course has been carefully designed to prepare students with knowledge and skill sets that will not only make them industry ready but also fosters Entrepreneurial and Innovative thinking.

The BBA Course aims at developing a student's Intellectual Ability, Executive Personality and Managerial Skills through an appropriate blending of educational and professional learning. This course will definitely assist prepare the student for understanding and developing the unique Leadership qualities required for Managing business functions successfully.

## **Introduction to Bachelor of Business Administration**

Bachelor of Business Administration is an undergraduate degree course for Management Studies. The course allows students to obtain the knowledge and proficiency of various management functions and provides skills needed to assume management positions in a wide range of organizations. This program provides solid foundation in the field of Management and Strategy Designing. Discipline Specific Electives allows student to develop deeper knowledge in specific areas of interest Viz; Finance, Marketing, Human Resource Management, Entrepreneurship Development, Digital Marketing, Production & Operations Management, Training & Development and Logistic & Supply Chain Management. This course will also equips students to understand how organizations work, how they are managed and sensitize them towards global environment. Student centred learning process focuses on skills and practices to become lifelong learners and independent problem shooters in their forthcoming lives.

## Outline of the Programme

**1. Core Courses (CC):** A course, which should compulsorily be studied by a candidate as a core requirement in pursuit of a bachelor degree in Bachelor of Business Administration.

**2. Generic Elective (GE) Courses:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

**3. Discipline Specific Elective (DSE) Courses:** Elective courses offered by the main discipline/subject of study of Management is referred as Discipline Specific Elective. DSE offered to students to gain advanced exposure to an elective of their choice.

A Student would be free to choose any four courses (Two courses in semester V and Two in semester VI ) from one group of elective of their choice. The program offers eight elective groups viz. Finance (DSE-I), Marketing (DSE-II), Human Resource Management (DSE-III), Entrepreneurship Development (DSE-IV), Digital Marketing (DSE-V), Production and Operation Management (DSE-VI) Training and Development (DSE-VII), and Logistic and Supply Chain Management (DSE-VIII).

**4. Skill Enhancement Courses (SEC):** These courses are designed to provide value-based and/or skill-based knowledge and should contain both theory and lab/hands-on/training/field work. The main purpose of these courses is to provide students life-skills in hands-on mode so as to increase their employability.

**5. Ability Enhancement Compulsory Courses (AECC):** The Ability Enhancement (AE) Courses are based upon the content that leads to knowledge enhancement. These are mandatory for all the Students. AECC Courses will be Business Communication and Environmental Science .

### 6. Credit Distribution for Bachelor of Business Administration

Courses	Number of Courses	Credits Per Course (Theory + Tutorial / Practical)	Total Credits	Total Teaching Hours Per Course
Core Courses (CC)	14	6	84	90
Generic Elective Courses (GE) Interdisciplinary	4	6	24	90
Discipline Specific Elective Courses (DSE)	4	6	24	90
Skill Enhancement Courses (SEC)	3	6	18	90
Ability Enhancement Compulsory Courses (AECC)	2	4	8	60
<b>TOTAL CREDITS</b>			<b>158</b>	

\* Extra 6 Credit may be earned by taking Research Project as an additional paper. It will also be evaluated at the end of sixth semester.

## Semester-Wise Distribution of Courses

### Semester-I

S. No	Course Title	Credits	Course Specification
1	Business Communication	4	AECC
2	Fundamentals of Management & Organizational Behaviour	6	CC
3	Entrepreneurship Development	6	CC
4	Mathematical and Computational Thinking	6	SEC

### Semester-II

S. No	Course Title	Credits	Course Specification
5	Statistics for Business Decisions	6	CC
6	Business Accounting	6	CC
7	Legal Aspects of Business	6	CC
8	Emotional Intelligence for Managerial Effectiveness	6	GE
9	Introductory Computer Skills	6	SEC

### Semester-III

S. No	Course Title	Credits	Course Specification
10	Managerial Economics	6	CC
11	Principles of Marketing	6	CC
12	Management Accounting	6	CC
13	Financial Literacy and Banking	6	GE

### Semester-IV

S. No	Course Title	Credits	Course Specification
14	Macro Economics	6	CC
15	Human Resource Management	6	CC
16	Financial Management	6	CC
17	Functional Management	6	GE
18	Industry Exposure	6	SEC

### Semester-V

S. No	Course Title	Credits	Course Specification
19	Quantitative Techniques for Management	6	CC
20	Business Research	6	CC
21	Business Policy and Strategy	6	CC
22	Elective – I	6	DSE
23	Elective – II	6	DSE

### Semester-VI

S. No	Course Title	Credits	Course Specification
24	Environmental Science	4	AECC
25	Financial Institution and Markets	6	CC
26	Elective – III	6	DSE
27	Elective – IV	6	DSE

## Discipline Specific Electives

### DSE-I : Finance

S. No	Course Title	Credits	Course Specification
1	Investment Banking & Financial Services	6	DSE
2	Investment Analysis & Portfolio Management	6	DSE
3	Financial Modeling & Derivatives	6	DSE
4	Research Projects	6	DSE

### DSE-II : Marketing

S. No	Course Title	Credits	Course Specification
1	Consumer Behavior	6	DSE
2	Personal Selling & Sales force Management	6	DSE
3	Retail Management	6	DSE
4	Research Projects	6	DSE

### DSE-III : Human Resource Management

S. No	Course Title	Credits	Course Specification
1	HRD : Systems & Strategies	6	DSE
2	Management of Industrial Relations	6	DSE
3	Cross Cultural HRM	6	DSE
4	Research Projects	6	DSE

### DSE-IV : Entrepreneurship Development

S. No	Course Title	Credits	Course Specification
1	Introduction to Entrepreneurship	6	DSE
2	Business Plan : Project formulation and Preparation	6	DSE
3	Entrepreneurial Growth : Legal & Financing Process	6	DSE
4	Research Projects	6	DSE

### DSE-V : Digital Marketing

S. No	Course Title	Credits	Course Specification
1	E – Commerce	6	DSE
2	Digital Marketing	6	DSE
3	Likes to Leads	6	DSE
4	Research Projects	6	DSE

## **DSE-VI : Production and Operations Management**

<b>S. No</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Specification</b>
1	Basics of Production and Operations Management	6	DSE
2	Manufacturing and Service Operations Management	6	DSE
3	Strategies for Competitive Advantage	6	DSE
4	Research Projects	6	DSE

## **DSE-VII : Training & Development**

<b>S. No</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Specification</b>
1	Competency and Talent Management	6	DSE
2	Negotiation and Conflict Management	6	DSE
3	Soft Skills	6	DSE
4	Research Projects	6	DSE

## **DSE-VIII : Logistic & Supply Chain Management**

<b>S. No</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Specification</b>
1	Logistic Management	6	DSE
2	Supply Chain Management	6	DSE
3	Green Supply Chain Management	6	DSE
4	Research Projects	6	DSE

# Parishkar College of Global Excellence (Autonomous)

## Semester - I Business Communication (AECC) Syllabus

Credits: 04  
Total Teaching Hours: 60

### Unit – I

#### Essential English Vocabulary

Words of day-to-day life (around 1500 words) and Basic Grammar Usage for Spoken English

- Parts of the Speech (Noun, Pronoun, Adjective, Adverb etc.)
- Types of the Sentences (Affirmative, Negative, Interrogative- Y/N, Wh.)
- Use of is, are, am, do, does, did, has, have, had, has been, had been, will etc.
- Use of may, might, can, could, would, should, must etc. [To express invitation, request, gratitude, asking for information, seeking permission etc.]
- Use of a, an, the
- Use of in, into, at, over, above etc.
- Some Special Constructions like feel like going to, had better, used to, as, if, be, get, let etc.
- Words often Confused, Words often Misspelt, Common Errors in English.

### Unit – II

#### Introduction to Communication :

Meaning and Definition of Communication, Nature of Communication, Process of Communication, Types of Communication (Verbal & Non Verbal), Cross-Cultural Communication, Persuasive and Assertive Communication, Importance of Communication, Different forms of Communication Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

### Unit – III

#### Speaking and Listening :

- Speaking Practice (Solo/Monologue)
  - i) Greetings and Self Introduction
  - ii) Daily Routine
  - iii) My Family
  - iv) My Village/City
  - v) My School/College
  - vi) My Hobby
  - vii) My Favorites etc.
- Speaking Practice : Dialogue, Group Discussion, Public Speech
- Listening Practice : Storytelling and Listening, Listening to Recorded Conversations, Loud Reading, Mock Interviews, Listening to English News, Listening to Speeches and Watching English Movies with Subtitles as Homework, Self-Study Material.
- Translating Sentences from Hindi to English and Vice-Versa.

### Unit - IV

**Writing:** Letter Writing, Report Writing, E-mail Writing, Answer Writing,  
Business Reports: Types, Characteristics, Importance, Elements of Structure, Process of Writing, Order of Writing, Final Draft, Check List for Reports.

### Unit – V

**Presentation :** Importance, Characteristics, Presentation Plan, Power Point Presentation, Visual Aids, Workplace Etiquette, Digital Media Communication, Career Advancement Through Personal Presentation Skills Including Video Analysis.



## **Suggested Readings:**

- Swan Michael: Practical English Usage (Oxford)
- Garg Dr. Manoj Kumar, English Communication Theory and Practice (Scholar Tech)
- Murphy Raymond: English Grammar in Use (Cambridge)
- Gangal J.K.: A Practical Course in Spoken English (Prentice Hall)
- Thomson and Martinet : A Practical English Grammar (Oxford)
- Sharma Prof. Pradeep, Business Communication – RBSA Publisher, Jaipur.
- Sharma Dr. Kapil dev, Business Communication – RBD Publications.

# Bachelor of Business Administration

## Fundamentals of Management & Organisational Behaviour (CC) Syllabus

Credits: 06

Total Teaching Hours: 90

### Unit – I

#### **Fundamentals of Management :**

Introduction to Management; Concept and Significance of Management, Nature, Levels and Areas, Principles of Management, Development of Management Thoughts, Schools of Management Thought, Objectives, MBO and MBE; Evolution of Management Theory, Managerial Functions and Roles; Insights from Indian Practices and Ethos.

### Unit – II

#### **Overview of Managerial Function :**

Types of Plans, Planning Process; Decision Making: Process, Types and Techniques; Control: Functions, Process and Types of Control; Principles of Organizing: Common Organisational Structures; Delegation & Decentralization: Process and Principles of Delegation, Factors Affecting the Extent of Decentralization.

### Unit – III

#### **Fundamentals of Organizational Behaviour - I**

An Introduction of Organizational Behaviour; Perception and Attribution: Concept, Nature and Process; Personality; Types and Traits.

Learning: Concept and Theories of Learning and Reinforcement;

Motivation: Concepts, Application and Theories of Motivation;

Leadership: Concept, Charismatic and Transformational Leadership; Introduction of Emotional Intelligence.

### Unit - IV

#### **Fundamentals of Organizational Behaviour – II**

Groups and Teams: Meaning and Definition, Difference Between Groups and Teams, Stages of Group Development, Group Cohesiveness, Types of Teams;

Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window;

Organisational Power and Politics: Introduction, Nature of Organisational Politics;

Conflict: Concept, Sources, Types, Stages of Conflict, Management of Conflicts;

Organisational Change: Concept, Resistance to Change, Managing Resistance to Change, Implementing Change, Kurt Lewin's Theory of Change, Managing Stress.

## **Suggested Readings:**

- Prasad, L.M., Organizational Behaviour, S. Chand, New Delhi
- Gilbert, Principles of Management, McGraw Hill.
- Greenberg Jerald and Baron Robert A., Behaviour in Organisations.
- Understanding and Managing The Human Side of Work, Prentice Hall of India.
- Kaul Vijay Kumar, Business Organisation & Management-Text and Cases, Pearson.
- Singh Kavita, Organisational Behaviour, Vikas Publication.
- Koontz & Heinz Wehrich, Essential of Management, Tata McGraw Hill.
- Luthans Fred, Organisational Behaviour, Tata McGraw Hill.
- Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R., Organisational Behaviour, Tata McGraw Hill.
- Newstrom John W., Organisational Behaviour, Tata McGraw Hill.
- Robbins Stephen P, Organisational Behaviour, Pearson.
- Stephen P. Robbins & Mary Coulter, Management, Pearson.
- Bhushan Y.K., Fundamentals of Business Organisation & Management, Sultan Chand & Sons.
- Mathur Navin, Management Gurus, National Publishing House, New Delhi
- Mehta Anil., Organizational Behaviour, RBD, Jaipur

# Bachelor of Business Administration

## Entrepreneurship Development (GE)

### Syllabus

Credits: 06

Total Teaching Hours: 90

#### Unit – I

##### Entrepreneurial Management

The Concept of Entrepreneurship, Role, Competencies and Qualities of Entrepreneurs, Process, Idea Generation, Identifying Opportunities and Evaluation; Building the Team/Leadership; Forms of Ownership: Sole Proprietorship; Partnership; Limited Liability Partnership and Corporation Form of Ownership; Advantages/Disadvantages, Franchising; Advantages/Disadvantages of Franchising; Types of Franchise Arrangements, Corporate Entrepreneurship : Introduction.

#### Unit – II

##### Entrepreneurial Creativity and Innovation

Stimulating Creativity; Organisational Actions that Enhance/Hinder Creativity, Managerial Responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity. Innovation and Entrepreneurship in A Social Context; Start-Up and Early Stage Venture Issues in Creating and Sustaining a Non-Profits Organization.

#### Unit – III

##### Social and Family Business Entrepreneurship

Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs. Family Entrepreneur; Role and Personality; Family Business: Concept, Structure and Kinds of Family Firms; Marwari Entrepreneurs, Culture and Evolution of Family Firm; Managing Business, Family and Shareholder Relationships; Conflict and Conflict Resolution in Family Firms; Managing Leadership, Succession and Continuity; Women's Issues in the Family Business; Encouraging Change in the Family Business System.

#### Unit - IV

##### Financing The Entrepreneurial Business

Arrangement of Funds; Short Term Funds, Long Term Funds, Traditional Sources of Financing, Loan Syndication, Consortium Finance, Role Played by Commercial Banks, Appraisal of Loan Applications by Financial Institutions, Financing and Risks, Venture Capital, Taxation Benefits and Concessions.

#### Suggested Readings:

- Burns, P. (2001), Entrepreneurship and Small Business, New Jersey, Palgrave.
- Drucker, P. F. (2006), Innovation and entrepreneurship, Practice and principles, USA, Elsevier.
- Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997), Generation to generation, Life cycles of the family business. Boston, Harvard Business School Press.
- Hisrich, R., & Peters, M. (2002), Entrepreneurship, New Delhi, Tata McGraw Hill.
- Holt, D. H. (2004), Entrepreneurship New Venture Creation, New Delhi, Prentice Hall of India.
- Kaplan, J. (2004), Patterns of entrepreneurship, Wiley.
- Khandwalla, P. (2003), Corporate creativity, New Delhi, Tata Mc.Graw Hill.
- Mullins, J. (2004), New business road test, New Delhi, Prentice Hall.
- Nicholls, A. (Ed.), (2006), Social entrepreneurship new models of sustainable social change, Oxford University Press.
- Prahalad, C. K. (2006), Fortune at the bottom of the pyramid ,eradicating poverty through profits, Wharton school Publishing.
- Scarborough & Zimmerer, Effective Small Business Management.
- Stevenson, H. (Ed.), (2007), Perspective on entrepreneurship, Boston, Harvard Business Press.
- Sharma Pradeep, Entrepreneurship and Small Business Management, RBSA Publisher, Jaipur.

**Bachelor of Business Administration**  
**Mathematical and Computational Thinking (SEC)**  
**Syllabus**

**Credits: 06**  
**Total Teaching Hours: 90**

**Unit – I**

**Fundamentals of Mathematics :**

- Number Line and Number System
- Units and Measurement
- 3-D Geometry and Angles
- Simple Expression and Equation
- Work, Distance and Time
- Profit and Loss
- Mean, Mode and Median

**Unit – II**

**Descriptive Statistics for Exploring Data :**

- Introduction
- Pie Chart, Line Chart, Scatter Plot, Bar Graph
- Confidence Interval
- Providing Context is Key for Statistical Analyses
- Pitfalls when Visualizing Information

**Unit – III**

**Producing Data and Sampling :**

- Introduction
- Population v/s Samples (Real World Use in Conducting Analysis and Research)
- Simple Random Sampling and Stratified Random Sampling
- Bias and Chance Error, Variances
- Observation v/s Experiment; Confounding and The Placebo Effect
- The Logic of Randomized Controlled Experiments
- Distributions in Graphical Format: Histograms and Density Plots.

**Unit – IV**

**Understanding Visualization :**

- Graphical Integrity (Is the Information Represented Trustable?)
- Graphical Heuristics: Lie Factor and Spark Lines (Edward Tufte)
- Data Density
- Small Multiples
- Graphical Heuristics: Data-Ink Ratio (Edward Tufte)
- Graphical Heuristics: Chart Junk (Edward Tufte)
- The Truthful Art (Alberto Cairo)
- Dark Horse Analytics (Optional)
- Graphics Lies, Misleading Visuals

**Unit – V**

**Mathematics in Various Branches :**

- Relativity and Cosmology
- Climatology and Meteorology
- Microbiology and Genomics
- Crystal and Lattice Structures
- Optics and Gravity
- Financial Mathematics
- Neuroscience

**Suggested Readings:**

- Alberto Cair, The truthful art, data, charts, and maps for Communication.
- Tufte Edward R., The Visual Display of Quantitative information.
- David Spiegelhalter, The Art of Statistics Learning from Data.
- Kapur J.M., Mathematical Modelling.
- Ser Simon, Mathematical Modelling.

# Bachelor of Business Administration

## Semester - II

### Statistics for Business Decisions (CC)

#### Syllabus

Credits: 06

Total Teaching Hours: 90

#### Unit – I

**Measures Of Central Value:** Characteristics of an Ideal Measure; Measures of Central Tendency - Mean, Median, Mode, Harmonic Mean and Geometric Mean. Merits, Limitations and Suitability of Averages. Relationship Between Averages. Measures of Dispersion: Meaning and Significance.

#### Unit – II

**Absolute and Relative Measures of Dispersion :** Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Range, Coefficient of Quartile Deviation, Coefficient of Mean Deviation, of Coefficient of Variation, Moments, Skewness, Kurtosis.

#### Unit – III

**Correlation Analysis :** Meaning and Significance, Correlation and Causation, Types of Correlation, Methods of Studying Simple Correlation - Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation Coefficient,

**Regression Analysis :** Meaning and Significance, Regression vs. Correlation. Linear Regression, Regression Lines (X on Y, Y on X) and Standard Error of Estimate.

#### Unit - IV

**Analysis of Time Series :** Meaning and Significance, Utility, Components of Time Series, Models; Additive and Multiplicative, Measurement of Trend; Method of least Squares, Parabolic Trend and Logarithmic Trend; Index Numbers: Meaning and Significance, Problems in Construction of Index Numbers, Methods of Constructing Index Numbers-Weighted and Unweighted, Test of Adequacy of Index Numbers, Chain Index Numbers, Base Shifting, Splicing and Deflating Index Numbers.

#### Suggested Readings :

- Gupta S.P, Statistical Methods, Sultan Chand & Sons, 34th Edition.
- Richard Levin & David Rubin, Statistics for management, Prentice Hall.
- Anderson, Sweeny & Williams, Statistics for Business and Economics, South Western.

# Bachelor of Business Administration

## Business Accounting (CC) Syllabus

Credits: 06

Total Teaching Hours: 90

### Unit – I

**Introduction to Financial Accounting:** Accounting as an Information System, Importance, Scope, and Limitations; Uses of Accounting Information; Generally Accepted Accounting Principles (GAAP); Accounting Concepts and Convention, The Accounting Equation, Nature of Accounts and Rules of Debit and Credit; Recording Transactions in General Journal;  
An Overview of Subsidiary Books: Purchase Book, Purchase Returns Book, Sales Book, Sales Returns Book, B/P Book, B/R Book, Journal, Proper Recording of Transactions in Three Column Cash Book; Opening and Closing Entries; Preparation of Ledger Accounts.

### Unit – II

**Introduction to International Financial Reporting Standards (IFRS):** Understanding Accounting Standards Issued by The ICAI Related to Disclosure of Accounting Policies, Depreciation Accounting and Revenue Recognition;  
Methods of Charging Depreciation: Straight Line Method (SLM) and Written Down Value Method (WDV);  
Preparation of Trial Balance: Adjustment Entries, Post-Adjusted Trial Balance; Bank Reconciliation Statement (BRS).

### Unit – III

**Preparation of Financial Statements:** Preparing Trading Account, Profit & Loss Account and Balance Sheet for a Sole Proprietor; Understanding Contents of Financial Statements of a Joint Stock Company as Per Companies Act 2013. Understanding the Contents of a Corporate Annual Report.

### Unit - IV

**Preparation of Cash Flow Statement as Per Ind AS-7;**  
Analysing Financial Statements: Objectives of Financial Statement Analysis; Sources of Information, Standards of Comparison;  
Techniques of Financial Statement Analysis: Horizontal Analysis, Vertical Analysis.

### Suggested Readings :

- Maheshwari S.N., Maheshwari K. Suneel, and Maheshwari Sharad K., An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
- Narayanaswamy R., Financial Accounting, A Managerial Perspective, PHI Learning Pvt. Ltd.
- Charles T. Horngren, Gart L. Sundem, John A. Elliott, and Donna R. Philbrick, Introduction to Financial Accounting, Pearson.
- Monga J.R., Financial Accounting, Concepts and Applications, Mayur Paperbacks.
- Ghosh T.P., Financial Accounting for Managers, Taxmann Allied Services Pvt. Ltd.
- Jain, Khandelwal, Pareek, Financial Accounting, RBD Publishing House, Jaipur.
- Sharma M.L., Dr. Shah C.K, CMA Dr. Mangal S.K and Dr. Agrawal Ashok, Corporate and Financial Accounting, RBD Publishing House, Jaipur.



# Bachelor of Business Administration

## Legal Aspects of Business (CC) Syllabus

Credits: 06

Total Teaching Hours: 90

### Unit – I

#### **The Indian Contract Act, 1872:**

Meaning and Essentials of Contract; Kinds of Contract Based on: Validity, Formation & Performance, Law Relating to Offer and Acceptance, Consideration, Competency to Contract, Free Consent, Void Agreements, Performance of Contracts, Discharge of Contracts, Breach of Contracts and Quasi Contract, Special contracts: Contract of Indemnity and Guarantee, Bailment and Pledge, Agency.

### Unit – II

#### **The Sale of Goods Act, 1930:**

Sale and Agreement to Sell, Implied Conditions and Warranties, Sale by Non-Owners, Rights of an Unpaid Seller.

#### **Negotiable Instruments Act, 1881:**

Meaning of negotiable instruments, Type of Negotiable Instruments, Promissory Note, Bill of Exchange, Cheque.

### Unit – III

#### **The Companies Act, 2013:**

Meaning and Types, Incorporation, Memorandum & Articles of Association, Prospectus, Issue of Shares and Bonus Shares, Rights Issue, Sweat Equity, Role of Directors, Share Qualification, Company Meetings.

#### **The Limited Liability Partnership Act, 2008:**

Meaning and Nature of Limited Partnership, Formation, Partners & their Relations, Extent and Limitation of Liability.

### Unit - IV

#### **The Consumer Protection Act, 2019:**

Objectives and Machinery for Consumer Protection, Defects and Deficiency Removal, Rights of Consumers.

#### **The Right to Information Act, 2005:**

Salient features and Coverage of the Act, Definition of Terms Information, Right, Record, Public Authority; Obligations of Public Authorities, Requesting Information and Functions of PIO.

### Suggested Readings :

- Kucchal M.C., Business Law/Mercantile Law, Vikas Publishing House (P) Ltd.
- M.C.Kucchal,& Vivek Kucchal, Business Legislation for Management, Vikas Publishing House (P) Ltd.
- Kapoor Dr. G. K. & Sanjay Dhamija, Company Law and Practice-A comprehensive textbook on Companies Act 2013, latest edition, Taxmann.
- Singh Avtar, Principle of Mercantile Law, Eastern Book Company
- Kapoor Gulshan, Business Law, New Age International Pvt Ltd Publishers.
- Maheshwari & Maheshwari, Principle of Mercantile Law, National Publishing Trust
- Rohini Aggarwal, Mercantile & Commercial Law, Taxmann.
- Dr. Methew M.J., Dr. Sharma Pradeep, Dr. Bhatia Leena, Legal Aspects of Indian Business, RBSA Publisher.

# Bachelor of Business Administration

## Emotional Intelligence for Managerial Effectiveness (GE) Syllabus

Credits: 06

Total Teaching Hours: 90

### Unit – I

**Concept of Emotion:** Introduction, Objectives, Nature, Characteristics of Emotions, Component of Emotions, Types of Emotions, Concept of Emotional Intelligence, Components and Benefits of Emotional Intelligence, Relationship Between IQ and EQ.

### Unit – II

**Emotional Competency:** Introduction, Objectives, Types of Emotional Competencies, Emotional Competency Models, Recognition and Understanding of Emotions in Oneself and Others.

### Unit – III

**Fundamentals of Emotional Intelligence:** Introduction, Objectives, Role of Emotional Intelligence in Success and Happiness through Active Participation, Strategies to Improve Emotional Intelligence and Happiness.

### Unit – IV

**Application of Emotional Intelligence in Interpersonal Relation:** Introduction, Objectives, Significance of Emotional Intelligence, Application of Emotional Intelligence in Educational Settings, Application of Emotional Intelligence at the Workplace, Application of Emotional Intelligence in Managerial Effectiveness, Application of Emotional Intelligence for Health and Well Being, Application of Emotional Intelligence in Interpersonal Relationship, Managing Conflicts and Managerial Effectiveness

### Suggested Readings:

- Goleman D, Emotional Intelligence - New York
- Goleman D, 1998, Working with Emotional Intelligence, New York:
- Greenberg Jerald and Baron Robert A, Behaviour in Organisations: Understanding and Managing The Human Side of Work, Prentice Hall of India.
- Kaul Vijay Kumar, Business Organisation & Management- Text and Cases, Pearson.
- Kavita Singh; Organisational Behaviour, Vikas Publication.
- Koontz & Heinz Wehrich, Essentials of Management, McGraw Hill.
- Luthans Fred, Organisational Behaviour, Tata McGraw Hill.
- Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R, Organisational Behaviour; Tata McGraw Hill.
- Mathur Navin, Management Gurus, National Publishing House, New Delhi

# Bachelor of Business Administration

## Introductory Computer Skills (SEC) Syllabus

Credits: 06

Total Teaching Hours: 90

### Unit – I

#### Computer Fundamentals:

Introduction to Computer, Definition, Characteristics, History & Generation, Hardware & Software, Uses of Computer, Input & Output Devices, Computer Memory, Types of Windows, Windows Concept Features (Desktop, Taskbar, Start Menu, My Computer, Recycle bin) Windows Accessories (Calculator, Notepad, Paint, Word Pad, Character Map, Windows Explorer, Entertainment, System Tools, Communication), DOS Commands (Internal & External).

### Unit – II

#### Introduction to Web Technologies:

World Wide Web, Elements of the Web, Browsers, Search Engine, Mails, News and Chat, Security and privacy issues (Cookies, firewalls, executable applets and scripts, blocking system), Audio & Video Streaming, Subscription, E-Commerce (Digital Payment & Platforms, Mobile Communication, Digital Signature, Google Docs, Google Drive, Google Forms, Google Meet, Microsoft Team, Virtual Lab.

### Unit – III

#### Software Packages:

Types of Office Suite, MS-Office (MS-Word, MS-Excel, MS-PowerPoint, Outlook), MS-Word (Ribbon & Tabs, Quick Access Toolbar, Proofing Features, Modify Page Layout, Mail-Merge, Drop-Cap), Power-Point (Create Presentation, Insert Picture & Clipart, Animation & Transition, Slide Effects, Slide Layout), Outlook (Introduction to Outlook), Latest versions of MS-Office

### Unit – IV

#### MS-Excel :

Concept of Worksheet & Workbook, Formulas, Charts, Graphs, Pivot Table, Macros.

Advance Excel : Spreadsheet Design and Documentation, Advanced Formula Techniques, Financial Functions and Working with Dates, Advanced Lookup Functions; Dynamic Lookup Ranges – Indirect, Address, Offset and Index; Building Professional Dashboards; Visualise Data Through Graphs and Charts; Create Data Models and Add Interactivity.

### Unit - V

#### MS-Access :

Table, Queries, Forms, Reports, Creating and Editing Database, Customizing Tables, Working with Fields, Understanding Data Types, Field Validation and Record Validation Rules Linking Tables, Designing and Using forms.

### Suggested Readings:

- Sinha P.K, Computer Fundamentals, BPB Publications.
- Raman Raja, Fundamentals of Computers, Fourth edition, Prentice Hall India Pvt. Limited.
- Norton Peter, Introduction to Computers, 4th Edition, TMH Ltd.
- Ram B., Computers Fundamentals, New Age International Publications, New Delhi.