

B.B.A. 1 st Year- 1 st semester Course Structure--Faculty of Management Compulsory courses for all B.B.A. 1 st Year- 1 st semester students(Level 5)															
Sl. No.	Paper Code	Paper Title	Credits	L:Lecture;T:Tutorial;P:Practical			Marks Distribution Theory Marks				Marks Distribution Practical Marks		Total Marks	Passing Marks	Subject/Course type/Total Credits
				L	T	P	(CCE) Max	(CCE) Min	(UE) Max	(UE) Min	Total Marks (CCE)	Total Marks (UE)			
1	UBUSIMG101	Business Management	6	6	0	0	40	14	60	21	NA	NA	100	35	Major
2	UCOMMMG102	Communication Skills (Theory)	4	4	0	0	40	14	60	21	NA	NA	100	35	Minor
3	UCOMMMG103	Communication Skills (Practical)	2	0	0	4	NA	NA	NA	NA	40	60	100	35	
4	UORGAMG104	Organizational Behavior	4	4	0	0	40	14	60	21	NA	NA	100	35	Generic Elective
5	UENGLN105	English	4	4	0	0	40	14	60	21	NA	NA	100	35	*AECC
		Total	20										500		

L- Lectures

T- Tutorials

P- Practical

CCE- Continuous Comprehensive Evaluation (Test)

UE- University Exams

*AECC- Ability Enhancement Compulsory Course

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11-03-2023

BUSINESS MANAGEMENT

UBUSIMG101

Total Marks-100

Passing Marks-35

Sub. Type- Major (Credit-6)

Lectures:- 90 Hrs

Prerequisite for subject-Business Management Course cover advanced corporate ethics, leadership, and decision-making concepts. Essentially, it prepares students to be efficient leaders, managers, and entrepreneurs.

Part A- Introduction

Course learning outcomes (CLO)

Sub. Type- Major (Credit-6)

1. Student will be able to assess the global context for planning, coordinating, and monitoring managerial behavior.
2. Through various planning and decision-making techniques, students can learn about how businesses ensure to remain in a competitive market.
3. Student will understand various forms of organizational structures and their importance.
4. Students can learn about various strategies used by businesses to maintain and improve employee efficiency.
5. Students will be able to understand how organization use different leadership styles to stay competitive.

Part B - Content of the course

Session-6

1Units-Management in Indian Culture and Tradition:-

Definition and Meaning of Management, Functions and Responsibilities of Management, Role of manager, Principle of management.School &Thoughts of Management.

2Units-Planning:

Process, Types and Significance, Planning vs. Forecasting Objective, Strategies and Policies, MBO. Decision Making: Process & Significance, Planning for Start-ups.

3Units- Organization:

Nature and Purpose of organization. Importance and process of organization. Departmentalization, Organizational structures: types and relevance, line and Staff relationship.

4Units- Authority-

Delegation, Decentralization – Difference between Authority and power- Responsibility, Recruitment- Sources, Selection, Training, Direction –Nature and Purpose.

5Units-. Leadership:

Meaning, Importance, Types of Leadership, Leadership Style, Motivation: Types & significance, Maslow's Need Hierarchy, Theory X & Y of Motivation. An overview of Strategic Management, SWOT Analysis, Strategic Analysis, Alternative-Choice & Evaluation. Future Management - Challenges and Skills.

Part C - Learning Resources

Suggested Readings:

1. Management – James A. F. Stoner, R Edward Freeman – Pearson Prentice Hall- 6th Edition.
2. Principles of management – PC Tripathi & PN Reddy – TMH – 5th Edition – 2012.
3. Koontz D and Welhrich: Management, International Student Edition, Tokyo 1980.
4. Dr. C. M. Mehta, Business Organization, Ram Prasad and Sons, Bhopal. (Hindi Medium)

Suggested web link:

https://www.dphu.org/upload/attachment/books/books_5284_0.pdf

<http://education.stateuniversity.com/page/cw1ev9e9ib/An-introduction-to-the-Principles-of-Management.html>

COMMUNICATION SKILLS (Theory)

UCOMMMG102

Total Marks-100

Passing Marks-35

Sub. Type- Minor (Credit-4)

Lectures:- 90 Hrs

Prerequisite for subject-All the students have to equip some of the most important communication skills for any job are presentation, active listening, nonverbal communication, giving/taking feedback, and others. Improve your communication skills by learning how to listen, noticing nonverbal cues, and practicing oral communication.

Part A- Introduction

Course learning outcomes (CLO)

1. Imagination, Ethical Theory and Skills to Interact, Students can learn how to do this ethically and effectively.
2. Students can learn and practice group communication skills. They will learn how to Response in discussions, interviews, conferences.
3. Students can learn nonverbal communication, listening and organizational culture.
4. Students can be equipped with knowledge of professional communication through the basic principles of writing professional papers and other Documents.

Part B - Content of the course

Session-6

Unit-1

Historical background of Communication, Definition and Process of Communication, Essentials of Effective Communication, Barriers to Communication, Role of Communication in Organizational Effectiveness.

Unit-2 Public Speech –

Composition Principles, Speech Delivering Skills, Group Discussion: Do's and Don'ts of Group Discussion, Communication in Committees, Seminars and Conference.

Unit-3 Non-Verbal Communication:

Meaning, types and Importance, Listening, Difference between Listening and Hearing.

Unit-4 Business Correspondence:

Essentials of Effective Business Correspondence, and Structure of Business Letter, types of Business Letter: | Enquiry, Reply, Orders, Complaints and Circular Letter.

Unit-5 Drafting of Notices-

Part C - Learning Resources

Suggested Readings:

1. Ace of Soft Skills Attitude Communication and Etiquette for Success by Gopaldaswamy Ramesh, Pearson India
2. Rao N. and Das R. P., Communication Skills, Himalaya Publishing House, Mumbai.
3. Mehta D. & Mehta N. K., A Handbook of Communication Skills Practices, Radha Pub.
4. Dr. Praveen Kumar Agrawal & Dr. Avineesh Kumar Mishra, Communication Skills, Sahitya Bhawan, Agra (Hindi Medium)

COMMUNICATION SKILLS (Practical)

UCOMMMG103

Total Marks-100

Passing Marks-35

Sub. Type- Major (Credit-2)

Media Laboratory Activity:- 60 Hrs

Prerequisite for subject-All the students have to equip some of the most important communication skills for any job are presentation, active listening, nonverbal communication, giving/taking feedback,

and others. Improve your communication skills by learning how to listen, noticing nonverbal cues, and practicing oral communication.

Content Covered in Personality Development

Unit-1

Skills Used in PD-: Presentation Skills, Communication Skills, Interpersonal Skills,

Unit-2

Etiquettes-: Work Place Etiquette, Meeting / Telephone / Group Etiquette, Body Language, Self Confidence, Positive Attitude

Unit-3

Spoken English-: Conversation English, Pronunciations, Story narrations, Verb Patterns, Speech fluency

Unit-4

Things to Do-: Self-Motivation, Confidence Building, Role Plays, Reporting, Speaking Habit Powerful Presentation Techniques,

Control Over-: Time management, Voice modulation, Stress Management

Building a positive attitude –: creative thinking

Attire to be used-: Executive Corporate Attire / Formal Dressing.

Learning Methods

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

Organizational Behavior

UORGAMG104

Total Marks-100

Passing Marks-35

Sub. Type- Generic Elective (Credit-4)

Lectures: - 90 Hrs

Prerequisite for subject-Learning and Behavioral Skills

Part A- Introduction

Course learning outcomes (CLO)

After completing of this course, a student shall be able to do the following :-

1. Understand the effect of interpersonal behavior in an organizational work- life.
2. Understand perspective in diverse cultural environment.
3. Understand the principles of organizational human behavior with relevance to the Indian business context.

Part B - Content of the course

Session-6

Unit-1

Concept and Nature of Organizational Behavior (OB) -

Concept of Organizational Behavior, Evolution of OB, Contributing Disciplines to OB, Framework of OB Challenges and Opportunities in the field of OB.

Unit-2

Personality, Perception, Attitude and Stress Management

Individual Behavior, Personality, Perception, Social Perception and Impression Management, Attitude- Characteristics, Components, Formation and Measurement, Values, Learning and Re-enforcement. Stress management- Meaning, Causes, Effects and Coping Strategies for stress. Work stress, Concepts and Theories of Motivation

Unit-3

Concepts and Theories of Leadership and Nature of Groups-

Leadership – Concepts and Theories of Leadership, Qualities of a good Leader, Group Dynamics – Group Formation, Nature Of Groups, Types of Groups, Group Member Resources, Reasons Of Joining Groups, Functions of group within organization.

Unit-4

Organizational Changes, Conflicts and Peer:

Organizational Change, Conflict and Peer: Forces of changes, planned change, Resistance, Approach. Conflict management and negotiation techniques. Organization Structure and Personnel Management.

Unit-5

Organizational Culture and Learning Organization

International Dimensions of Organizational Behavior, Equal Employment Opportunities, Organizational Culture, Managing Cultural Diversity, Learning Organization.

Part C - Learning Resources

Suggested Readings:

1. UdaiPareek, Understanding of Organizational Behavior, 3rd Ed, Oxford University Press, 2011Robbin S.P., Organizational Behavior , 7th Ed, New Delhi PHI 1996
2. Huse, FE and Cunnings TG, Organization Development and Changes, 3rd Ed., New York.West. 1985
3. Shekcharam Uma, Organizational Behavior, Text & cases, New Delhi THM, 1989.
4. Singh Dalip, Emotional Intelligence at work, Response Books, Sage Publication, Delhi 2001.
5. Book published by M.P. Granth Academy, Bhopal.

Reference Books:

- Luthans Fred, "Organizational Behavior", McGraw Hill.
- Hellriegel, Slocum and Woodman, Organizational Behavior, South- Western, Thomas Learning, 9th Ed, 2001
- Behavior in organizations, Jerald Greenberg 8th Ed, Pearson education.

Suggestive digital platform web links

- <https://www.coursera.org/courses?query=economics>
- <http://www.mooc-list.com/tags/economics>
- <http://www.coursera.org/learn>
- <http://www.ocw.mit.edu/courses>
- <http://www.nptel.ac.in/courses/macroeconomics>
- <http://www.nptel.ac.in/courses/ManagerialEconomics>
- <http://www.mphindigranthacademy.org/>

English (General)

UENGLN105

Total Marks-100

Passing Marks-35

Sub. Type- AECC (Credit-4)

Lectures:- 90 Hrs

Prerequisite for subject-English is a global and corporate language. It has become so important in everything in our lives that even people's caliber is judged based on how well they speak the language and their Correspondence.

Part A- Introduction

Course learning outcomes (CLO)

1. Prepare for various competitive exams by developing their English language competence.
2. Promote their comprehension skill by being exposed to a variety of texts and their interpretations.
3. Build and enhance their vocabulary.
4. Develop their communications skills by strengthening grammar and usages.
5. Inculcate values which making them responsible Citizens.

Part B - Content of the course

Session-6

Units-1

1. Writing and Interpretation Skills:

1. Where the Mind is Without Fear- Rabindranath Tagore [Key Word: Patriotism]
2. National Reading education – M. K. Gandhi [Key Word: Edification]
3. The Axe- R. K. Narayan [Key word: Edification]
4. The wonder That Was India- A. L. Basham (an excerpt) [Key Word: Indiannes]
5. Preface to the Mahabharata C. Rajagopalachari [Key word: Indian Mythology]

Units-2

2. Comprehension Skill:

1. Unseen passage followed by Multiple-choice questions

Units-3

3. Basic Language Skills:

1. Vocabulary Building: Suffix, Prefix Synonyms, Antonyms, Homophones, Homonyms and substitution.

One - word

2. Basic Grammar: Noun, Pronoun, Adjective, Verb Adverb, Preposition, Articles.

Units-4

4. Do as directed-Types of sentences

(a) Articles, Essay and Discursive / interpretative writing

(b) Question Tag

(c) Transformation of sentences: - voice / speech / clauses / change of sentences type

Part C - Learning Resources

Suggested Readings:

1. Essential English Grammar – Raymond Murphy, Cambridge University Press.
2. Practical English Grammar Exercises 1-A. J. Thomson & A. V. Martinet, Oxford India.
3. Practical English Usage – Michael Swan, Oxford.