



# **EKLAVYA UNIVERSITY**

**Bachelor of Business Administration**

**(BBA I & II SEMESTER)**

**(NEP-2020)**

**UGC ORDINANCE-14(A)**

**SCHEME & SYLLABUS**

**BATCH-2023-27**

**SESSION: 2023-24**



**EKLAVYA UNIVERSITY, DAMOH (M.P.)**  
**School of Management & Commerce**  
**Scheme of Examination (BBA)**  
**BBA I SEMESTER (NEP)**

[For batch admitted in Academic Session 2023-2024]

Subject wise distribution of marks and corresponding credits

S.No.	Course	Subject Code	Subject Name	Maximum Marks Alloted				Total Marks	Contact Periods Per Week			Total Credits
				Theory Slot		Practical/Vocational Course	L		T	P		
				EA (UE)	IA/CCE (Class test)						(Assignment/Presentation)	
1	Foundation Course	23FC1A	English (English language and Indian culture), Environmental Studies	(50+50)=100	0	0	(50+50)=100	2+2=4	0	0	2+2=4	
2	Core Major	23M1BBA1IT	Business Management	60	30	10	100	6	0	0	6	
3	Core Minor	23M1BBAB1IT	Business Statistics	60	30	10	100	6	0	0	6	
4	Elective	23M1BBAC1IT	Financial Accounting	60	30	10	100	4	0	0	4	
			<b>TOTAL</b>	<b>180</b>	<b>90</b>	<b>30</b>	<b>400</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>20</b>	

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Sl. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	23FCIA	English (English language and Indian culture)	50	2	2	0	0	2

**Course Objectives:**

- To Study the basic concept and Language Skills of English Language.
- Comprehensive study of different kinds of vocabulary in English Language.

**Expected Course Outcome:**

- Students will be able to understand the basic concept and Language Skills of English Language.
- Students will be able to understand the different use of vocabulary in their sentences.
- Students will be able to understand the varieties of stories on different issues and on different format..

**Student Learning Outcomes (SLO):**

- Students will heighten their awareness of correct usage of English grammar in writing and speaking
- Students will improve their speaking ability in English both in terms of fluency and comprehensibility
- Students will give oral presentations and receive feedback on their performance
- Students will increase their reading speed and comprehension of academic articles
- Students will improve their reading fluency skills through extensive reading
- Students will enlarge their vocabulary by keeping a vocabulary journal
- Students will strengthen their ability to write academic papers, essays and summaries using the process approach.

**Part B: Content of the course**

Total No. of Lectures-Tutorials- Practical (in hours per week): L-T-P

Unit	Total No. of Lectures:	
	Topics	No. of Lectures
UNIT – I	Reading, Writing and Interpretation Skills: 1. Where The Mind is Without Fear- Rabindranath Tagore [Key Word: Patriotism] 2. National Education – M.K. Gandhi [Key Word: Edification] 3. The Axe- R.K Narayan [Key Word: Environment] 4. The Wonder That Was India- A.L Basham (an excerpt) [Key Word: Indianans] 5. Preface to the Mahabharata C. Rajagopalachari [Key Word: Indian Mythology]	05 Hours
UNIT –II	<b>Comprehension Skill:</b> Unseen Passage followed by Multiple choice questions	05 Hours
UNIT – III	Basic Language Skills I: Vocabulary Building: Suffix, Prefix, Synonyms, Antonyms, Homophones, Homonyms and One-word substitution. 2: Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Prepositions, Articles,	13 Hours
	Time and Tense	

**Part C: Learning Resources**

Textbooks, Reference Books, Other Resource

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Task

Suggested-Reading

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

	<b>External Assessment (UE)</b>	<b>Time:2 Hours</b>	
	<b>Fifty Multiple Choice /Objective/True-False type question to be asked. Each question carries one mark</b>		

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	23FCIA	Environmental Education	50	2	2	0	0	2

<b>Course Objectives:</b>	
<ul style="list-style-type: none"> <li>• A course intended to create awareness about the life of human beings which is an integral part of environment; and to inculcate the skills required to protect the environment from all sides.</li> <li>• To study this course, the student must have a knowledge about the environmental components, pollution, biodiversity, and ecosystem.</li> </ul>	
<b>Course Outcome:</b>	
Students will be able to	
<ul style="list-style-type: none"> <li>• Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.</li> <li>• Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.</li> <li>• Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.</li> <li>• Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.</li> <li>• Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.</li> <li>• Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.</li> </ul>	
<b>Student Learning Outcomes (SLO):</b>	
Students will be able to	
<ul style="list-style-type: none"> <li>• To understand various aspects of life forms, ecological processes.</li> <li>• To build capabilities to identify relevant environmental issues, analyze the various underlying causes, evaluate the practices and policies, and develop framework to make inform decisions.</li> <li>• To develop empathy for all life forms, awareness, and responsibility towards environmental protection and natural preservation.</li> <li>• To develop the critical thinking for shaping strategies such as; scientific, social, economic, administrative &amp; legal, environmental equity and sustainable development.</li> <li>• To prepare for the competitive exams.</li> </ul>	

Unit	Topics	Periods
UNIT – I	<b>Environment and Natural Resource:</b> <ul style="list-style-type: none"> <li>• Multidisciplinary nature, Scope and Importance of Environment</li> <li>• Components of Environment: Atmosphere, Hydrosphere, Lithosphere, and Biosphere.</li> <li>• Brief account of Natural Resource and associated problem: Land Resource, Water Resource, Energy Resource</li> <li>• Concept of Sustainability and Sustainable Development</li> </ul> <i>Keywords: Environment, Forest, Mineral, Food, Land, Water, Energy, Sustainable Development</i>	05 Hours
UNIT – II	<b>Biome, Ecosystem and Biodiversity:</b> <ul style="list-style-type: none"> <li>• Major Biomes: Tropical, Temperate, Forest, Grassland, Desert, Tundra, Wetland, Estuarine and Marine</li> <li>• Ecosystem: Structure function and types their Preservation &amp; Restoration</li> <li>• Biodiversity and its conservation Practices.</li> </ul> <i>Keywords: Biome, Ecosystem, Biodiversity</i>	04 Hours

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**UNIT – III****Environmental Pollution, Management and Social Issues:**

- Pollution: Types, Control measures, Management and associated problem.
- Environmental Law and Legislation: Protection and conservation Act.
- International Agreement & Programme.
- Environmental Movements, communication and public awareness programme.
- National and International organization related to environment conservation and monitoring.
- Role of information technology in environment and human health.

**Keywords:** Pollution, Environmental Legislation, Environment Movement, Environmental programme and organization.

06  
Hours

Suggested activities: ( at least one )

1. Visit to an area to document environmental assets: river / forest / flora / Fauna
2. Visit to a local polluted site Urban / Rural / Industrial / Agriculture
3. Study of simple ecosystem.

**Part C: Learning Resources**

Textbooks, Reference Book, Others resources

- Singh; J.S., Singh S.P. and Gupta, S.R.; Environment Science and Conservation “, S Chand publishing, New Delhi, (2018)
- Divan, S. and Rosencranz, a., “ Environmental Law and Policy in india: Cases, Material & Status” Oxford University Press, India, (2002)2<sup>nd</sup> Edition.
- Odum, E.P., “Fundamental of Ecology “, Philadelphia Saunders, (1971)
- Bharucha, erach, “Environmental studies “University Press India Pvt. Ltd. Hyderabad (2014) (Hindi Edition also available).
- Kaushik, anubha, Kaushik, C.P. “Perspectives in Environmental Studies “New age Internal Publishers, (2018), 6<sup>th</sup> Edition.
- Athana, D.K Athana Meera, “ A Textbook of Environmental Studies”, S. Chand.Publishing, New Delhi, (2007)
- National Digital Library (<https://ndl.iitkgp.ac.in/homestudy/science>)
- Epg- pathshala (<https://epgp.inflibnet.ac.in/Home/Download>)
- NPTEL (<https://nptel.ac.in/course.html>)
- Coursera (<https://www.coursera.org/search?query=enviromental+science&page=1>)
- इराक भरुचा पर्यावरण अध्ययन ओरियन्ट ब्लैकस्वान ब्लैकस्वान प्राइवेट लिमिटेड नई दिल्ली (2014)
- दयाशंकर त्रिपाठी पर्यावरण अध्ययन गोतीलाल बनारसीलाल पब्लिशर्स दिल्ली (2005)
- रतन जोशी पर्यावरण अध्ययन साहित्य भवन पब्लिकेशन्स (2018)

Suggested equivalent online course –

- i. The Health Effects of Climate Change (edx)
- ii. Climate Change: Financial Risks and Opportunities (edx)
- iii. Introduction to Environmental Law and Policy (course)
- iv. Woman in Environmental biology (courser)
- v. Our Eart: It’s climate, History, and Processes (coursera)
- vi. Ecology, physiology, environmental science (national digital library)

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S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	23 MI-BBAA1T	Business Management	100	6	6	0	0	6

**Course Objectives:**

- The main objective of this course to impart the basic knowledge of Management in Business world. To study the functions and **principles of management**. To learn the application of the **principles** in an organization.

**Expected Course Outcome:**

- Comprehensive understanding on Management concepts.
- Applying the Principles of management in business.

**Student Learning Outcomes (SLO):**

Students will be able to

- Asses the global context for planning, coordinating, and monitoring managerial behavior.
- Understand various forms of organizational structures and their importance.
- Learn about various strategies used by business to maintain and improve employee efficiency.
- Understand how organizations use different leadership styles to stay competitive.

Unit	Contents	Periods
UNIT – I	Management in Indian Culture and Tradition, Definition and Meaning of Management, Functions and Responsibilities of Management, Role of manager, principles of Management, School & Thoughts of Management.	18 Hours
UNIT – II	Planning: Process, Types and Significance, Planning vs. Forecasting Objective, Strategies and Policies, MBO. Decision Making: Process & Significance, Planning for Start-ups?	18 Hours
UNIT – III	Organization: Nature and Purpose of organization. Importance and Process of Organization. Departmentalization, Organizational structures: types and relevance, Line and Staff relationship.	18 Hours
UNIT – IV	Authority- Delegation, Decentralization- Difference between Authority and power- Responsibility, Recruitment- Sources, Selection, Training, Direction- Nature and Purpose.	18 Hours
UNIT – V	Leadership: Meaning, Importance, Types of Leadership, Leadership Styles, Motivation: Types & significance, Maslow Need Hierarchy, Theory X & y of Motivation. An overview of Strategic Management, SWOT Analysis, Strategic Analysis, Alternative-Choice & Evaluation. Future Management- Challenge and Skills.	18 Hours

**Books Recommended:**

- Management- James A.F. Stoner, R. Edward Freeman- Pearson Prentice Hall-6<sup>th</sup> Edition
- Principles of Management- PC Tripathi & PN Ready – TMH – 5<sup>th</sup> Edition- 2012
- Koontz D and Welhries: Management, International Student Edition, Tokyo 1980.
- R.D. Agrawal: Organization & Management MC Graw Hill, New Delhi 1982
- Newman and Warran: The Process og Management, Sahity Bhawan, Agra (UP) (Latest Wdition). (Hindi and English Medium).
- Dr. Rajeev Kumar Jhalani & Dr.. Yogita Chandel, principles of Management, Devi Ahilya Prakashan, Indor (Hindi Medium)
- Dr. C.M. Mehta, Business Organization, Ram Prasad and Sons, Bhopal. (Hindi Medium)

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S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	23MI BBABIT	BUSINESS STATISTICS	100	6	4	2	0	4

**Course objectives (CoB):**

The course is aimed

- Enhance the analytical capability of the students using statistics.
- The students will be able to Convert raw data into useful information using descriptive statistics such as measures of central tendency and dispersion.
- Examine the use of probability and probability theories in decision making.
- Use scatter diagrams to visualize and estimate the relationship between variables using correlation and regression.

**Course Outcomes (CO):**

At the end of the course the student should be able to

- Students shall know how to organize, manage, and present data.
- Students shall be able to apply probability in business.
- Students shall be able to apply parametric and non-parametric tests in real time data.
- Students shall be able to use and apply a wide variety of specific statistical methods.

**Student Learning Outcomes involved:**

- Statistical Research Tools will increase student's ability to understand how to perform social researches.
- Students will be equipped with knowledge about analyzing professional reports and will be able to make decisions based on the reports analyzed.
- Students will learn about quantization, analysis of performance relationship.

Units	Contents	Periods
UNIT – I	Meaning and definition of Statistics, Statistical Investigations, Laws of Statistics Scope of Statistics, Limitations of Statistics.	15
UNIT – II	Collection of Data, Presentation of Data, Frequency Distribution, Primary Secondary Data.	17
UNIT – III	Measures of Central Tendencies: Means, Median, Mode, Geometric Mean, Harmonic Mean.	18
UNIT – IV	Measure of Variation: Standard Deviation, Mean Deviation and Skewness, Time series Analysis.	20
UNIT – V	Correlation Analysis, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Regression, Lines of regression, Index Number.	12

**Books Recommended:**

- Fundamental of Statistics, S.C. Gupta, Himalaya Publishing House.
- Basic Business Statistics: Concepts and Application, Berenson and Levine, Pearson Education.
- Business Statistics, N.D.Vohra, TATA McGraw Hill.
- D.N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad
- Gupta, S.P.: Business Statistics, Sultan Chand and Sons, New Delhi.
- Statistical Analysis, Dr P.C Tulsian, S.Chand Publication, Delhi
- Business Statistics, Dr. S.M Shukla and Sahai, Sahitya Bhawan Publication, Agra (Hindi and English, both Medium)
- Business Statistics, R.S. Bhardwaj, Excel Books.

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S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	23M1-BBACIT	FINANCIAL ACCOUNTING	100	6	4	0	2	6

**Course Objectives:**
**Course Objectives(CoBs):**

The course is aimed at to make the students to understand and interpret the corporate's financial statements for effective decision making.

**Course Outcome (COs):**

Students will be able to

- Prepare financial statements as per the Accounting principles and standards.
- Evaluate Depreciation and Inventory valuation of the given organization
- Make decisions using the accounting tools and analyse the financial statements as per the requirement of stakeholders.
- Process the financial data through computers in setting goal to attain competitive advantage.

**Student Learning Outcomes (SLO):**

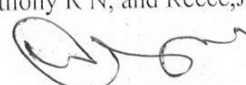


Student Learning Outcomes involved:

- Students will be able to understand the basics of book-keeping and accounting.
- Students will be able to know about accounting software.
- Students will be able to do the accounting work of the business unit.
- They will be in a position to understand and technically use bank reconciliation, branch accounts and departmental accounts.
- Students will understand the concept of Royalty accounting and Hire-purchase accounting and learn what accounting remedies relate to them and where it can be used.

Units	Contents	Periods
UNIT – I	Accounting and its place in business and relationship with other financial areas, Double Entry System, Book Keeping-Meaning, Advantages, Concepts and Conventions, Difference between Financial Accounting, Cost Accounting and Management Accounting.	10
UNIT –II	Type of books of accounts and their preparation, Journal, Ledger, Trial balance and Depreciation, Computerized Accounting software (Cloud books, Wave and Tally)	20
UNIT – III	Preparation of Final Account: Trading Accounts, Profit and Loss Account, Balance Sheet, Preparation of EMI Chart.	20
UNIT – IV	Bank Reconciliation Statement, Branch Accounts and Department Accounts.	20
UNIT – V	Royalty Accounts, Hire Purchase Accounts-Accounting record in the book of purchaser and vendor.	20

**Suggested Readings:**

- Mukherjee Hanif, Financial Accounting, Tata McGraw Hills, NewDelhi.
- Shukla & Grewal, Financial Accounting, S Chand Publishing, 2019, New Delhi.
- J.R. Batliboi, Double-entry book keeping: A complete treatise on the fundamentals of Accounting written specifically for Indian students and businessmen, Standard Accounting publications, 1987. 29<sup>th</sup> edition, Mumbai.
- Gupta, R L. Advanced Accounting, Sultan Chand & Sons, New Delhi.
- Anthony R N and Reece, J S, Accounting Principles, 6<sup>th</sup> Ed. Homewood, Illinois, Richard D Irwin, 2005.
- S.M Shukla, Financial Accounting, Sahitya Bhavan Publication, Agra latest publication ( Hindi and English Medium).
- Accounting Principles, Anthony R N, and Reece, J S, 6<sup>th</sup> Ed, Homewood Richard D Irwin Publication, Illionois, US.

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**EKLAVYA UNIVERSITY, DAMOH (M.P)**

School of Management & Commerce

Scheme of Examination (BBA)

**BBA II SEMESTER (NEP)**

[For batch admitted in Academic Session 2023-2024]

Subject wise distribution of marks and corresponding credits

S.No.	Course	Subject Code	Subject Name	Maximum Marks Allotted				Total Marks	Contact Periods Per Week			Total Credits
				Theory Slot		Practical/ Vocational Course	L		T	P		
				EA (UE)	IA/CCE (Class test)						(Assignme nt/ Presentati on)	
1	Foundation Course	23FC1B	Hindi, Yogic Science(Yoga and Meditation)	(50+50)=100	0	0	(50+50)=100	2+2=4	0	0	2+2=4	
2	Core Major	23M1BBAA2T	Communication Skills	60	30	10	100	6	0	0	6	
3	Core Minor	23M1BBAB2T	Micro Economics	60	30	10	100	6	0	0	6	
4	Elective	23M1BBAC2T	Business Mathematics	60	30	10	100	4	0	0	4	
<b>TOTAL</b>				<b>280</b>	<b>90</b>	<b>30</b>	<b>400</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>20</b>	

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S.No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	23FC1B	HINDI	50	2	2	0	0	2

कोर्स अधिगम उपलब्धि (लर्निंग आउटकम) (CLO)

1. उत्कृष्ट साहित्यिक पाठों के अध्ययन से रूचि का विकास करना।
2. सांस्कृतिक चेतना और राष्ट्रीय भावना का विकास करना।
3. भाषा-ज्ञान।
4. सामान्य शब्दावली और विशेष शब्दावली के अध्ययन द्वारा भाषा एवं संस्कृति बोध का विकास करना।
5. विशिष्ट शब्दावली (बीज शब्द/की वर्ड) से परिचित करवाते हुए बोध के स्तर को विकसित करना।
6. प्रतियोगी परीक्षाओं हेतु तैयार करना।

Unit	Contents	Periods
UNIT - I	मैथिलीशरण गुप्त परिचय पाठ: मातृभूमि कविता, 2 प्रेमचन्द्र शतरज के खिलाड़ी कहानी 3 व्यंग्य: शरद जोशी जीप पर सवार इल्लियॉ	5 Hours
UNIT - II	1 वैचारिक भारतीय भाषाओं में राम 2 आचार्य रामचन्द्र शुक्ल परिचय पाठ: उत्साह भावमुलक निबन्ध 3 रामधारी सिंह दिनकर परिचय पाठ: भारत एक है संस्कृति 4 आदिशंकराचार्य जीवन व दर्शन	5 Hours
UNIT - III	1 पर्यायवाची शब्द: विलोम शब्द: अनेक शब्द के लिए एक शब्द हिन्दी व्याकरण 2 संधि और उसके प्रकार हिन्दी व्याकरण 3 बीज शब्द धर्म अद्वैत भाषा अवधारणा उदारीकरण	5 Hours

**Books Recommended:**

- प्रेमचन्द्र मानसरोवर खण्ड 3
- आचार्य रामचन्द्र शुक्ल चिन्तामणि भाग 1
- डॉ वासुदेव नन्दन प्रसाद आधुनिक हिन्दी व्याकरण और रचना
- भारती भवन ठाकुर बाड़ी रोड पटना बिहार
- डॉ राजेश्वर चतुर्वेदी हिन्दी व्याकरण उपकार प्रकाशन आगरा उ प्र
- हिन्दी ज्ञान कोश
- इन्दर नेट सामग्री टैग में उल्लेखित

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S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	23FCIB	Yoga and Meditation	50	2	2	0	0	0

**Course Objectives:**

- To aware the students about the knowledge of yoga and its nature and development of yoga.

**Expected Course Outcome:**

Students will be able to

- To attain the knowledge of meditation and its types and relevance of yoga to modern life.
- To gain the knowledge of Scientific research on Meditation.
- To impart the information on Yogic concepts in Bhagavad Gita.
- To impart the information on Yogic view of health and illness, Yoga and physical exercises, Yogic techniques for the prevention and treatment of somatic, psychosomatic and psychological illness.

**Student Learning Outcomes (SLO):**

Students will be able to

- Take care of their own Physical Mental emotional, social and spiritual health.

Units	Topics	No. of Lectures
UNIT – I	<b>Introduction to Yoga and Yogic Practices</b> <ol style="list-style-type: none"> <li>Yoga: Etymology, definitions, aim, objectives and misconceptions</li> <li>Yoga: Its Origin, history and development</li> <li>Rules and regulations to be followed by Yoga Practitioners</li> <li>Introduction to Yoga practices</li> <li>Shatkarma: meaning, purpose and their signification in Yoga Sadhana</li> <li>Introduction to Yogic Loosening practices and Surya Namaskar</li> </ol> Key Words: History and development of Yoga, Shatkarma, Common Yogic Practices.	10 Hours
UNIT – II	<b>Breathing Practices and Pranayama</b> <ol style="list-style-type: none"> <li>Sectional Breathing (Abdominal, Thoracic and Clavicular)</li> <li>Yogic Deep Breathing</li> <li>Concept of Puraka, Rechaka and Kumbhaka</li> <li>Concept of Bāndha and Mudra</li> <li>Anulom Viloma/ NadiShodhana</li> <li>Shitali7. Bhramari</li> </ol> Key Words: Sectional Breathing, Deep breathing, bandha& Mudra, Shitali, Bhramari	10 Hours
UNIT – III	<b>Practices leading to Meditation</b> <ol style="list-style-type: none"> <li>Recitation of Pranava Mantra</li> <li>Recitation to Hymns, in vocations and prayers</li> <li>Anter Maun</li> <li>Breath Meditation</li> <li>Om Dhyān.</li> </ol> Key Words: Pranav Mantra, Antermaun, Breath Meditation, Om Dhyān.	10 Hours

**Part-C: Learning Resources**

Text Books, Reference Books, Other resources

**Suggested Reading:**

- Singh S.P& Yogic Mukesh: Foundation of yoga, Standard publication, New Delhi, 2010.
- Swami Dhiendra Brahmchari: Yogasana Vijnana, Dhirendra Yoga Publication, New Delhi, 1966

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3. Saraswati, Swami Satyanand: Asana Pranayama, Mudra, Bandha (APMB), Yoga Publication Trust, Munger, 2013.
4. H.R. Nagendra: Asana, Pranayama, Mudra, Bandha, Swami Vivekananda YogaPrakashan, Bangalore,2002
5. Ishwar Bhardwaj: SaralYogasana, Satyam Publishing House, New Delhi,2018
6. Shri Rai Singh Chouhan: Mudra Rahasya, Bhartiya Yog Sansthan, New Delhi, 1987.
7. Dr. Vishwanath Prasad Sanha: Dhyan Yoga, Bhartiya Yog Sansthan, New Delhi,1987.
8. Shri Deshraj: Dhyan Sadhana, Bharitya Yoga Sansthan, New Delhi, 2015.

Suggestive digital platforms web links:

1. [WWW.rishikeshnathyogshala.com](http://WWW.rishikeshnathyogshala.com)

**Suggested equivalent online course:** 1. <https://sahayji.com/hathayoga-course>

2. <https://theyogainstitute.org/>

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S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	23.M1 BBAA2T	Communication Skills	100	6	6	0	0	6

**Course Objectives:**

- The main objective of the course is to acquaint the basic knowledge of communication skill. To impart the various methods, process, tools and techniques of communication skill.

**Expected Course Outcome:**

On completion of this course, the student will understand and be able to

- Students will be able to connect with society through proper communication.
- Students will learn to prepare for Group Discussions and thus, be able to perform well in discussions, debates and interviews; Students will understand forms of corporate communication and learn about formats and layouts of report writing and other forms of business communication.
- Students will learn about conflict negotiation and crisis handling.
- Students will have emulated good communication practices for better leadership and team-building.

**Student Learning Outcomes (SLO):**

- Imagination, ethical theory and skills to interact, students can learn how to do this ethically and effectively.
- Student can learn and practice group communication skills; they will learn how to respond in discussions, interviews, conferences.
- Students can learn non-verbal communication, listening and organizational culture.
- Students can be equipped with knowledge of professional communication through the basic principles of writing professional papers and others documents.

Units	Contents	Periods
UNIT – I	History background of Communication, Definition and Process of Communication, Essentials of Effective Communication, Barriers to Communication, Role of Communication in Organizational	18
UNIT – II	Public Speech – Composition Principles, Speech Delivering Skills, Group Discussion: Dos and Don'ts of Group Discussion, Communication in Committees, Seminars and Conference.	18
UNIT – III	Non-Verbal Communication: Meaning, types and Importance, Listening, Difference between Listening and Hearing.	18
UNIT – IV	Business Correspondence, Essentials of Effective Business Correspondence, Structure of Business Letter, Types of Business Letter: Enquiry, Reply, Order's, Complaints and Circular Letter.	18
UNIT – V	Drafting of Notices, Agendas, Minutes, Job Application Letters, Preparation of Curriculum Vitae.	18

**Books Recommended:**

- Ace of Soft Skills Attitude Communication and Etiquette for Success by Gopalawamy Ramesh, Person India
- Rao N. and Das R.P., Communication Skills, Himalaya Publishing House, Mumbai.
- Metha D. & Mehta N. K., A Handbook of Communication Skills Practices, radha Pub., New Delhi.
- Sinha K.K., Business Communication, Galgotia Publishing House. New Delhi.
- Dr. Parveen Kumar Agrwal & Dr. Avinessh Kumar Mishra, Communication Skilss, Sahitya Bhawan, Agra (Hindi Medium)

*Handwritten signatures and initials:*  
 - A large signature: *Rajesh*  
 - A signature: *Pragati*  
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 - A signature: *Hash*



S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	23 MIBBABT	MICRO ECONOMICS	100	6	4	0	2	6

**Course Objectives:**

**Course Objectives(CoBs):**

- To familiarize the students with the basic concept of microeconomics.
- To make student understand the demand and supply analysis in business applications.
- To familiarise students with the production and cost structure under different stages of production.
- To understand the pricing and output decisions under various market structure.
- To help students understand and apply the various decision tools to understand the market structure.

**Course Outcome (COs):**

Students will be able to:

- Understand the concepts of cost, nature of production and its relationship to Business operations.
- Apply marginal analysis to the "firm" under different market conditions.
- Analyse the causes and consequences of different market conditions.
- Integrate the concept of price and output decisions of firms under various market structure.

**Student Learning Outcomes (SLO):**

Student Learning Outcomes involved:

- Students will understand the importance of basic principles of micro economics.
- Students will be able to understand the basics of demand-supply rules and elasticity. They will also learn how to implement it.
- Utility, apathy analysis and market surplus, students will be able to understand.
- Students will be able to understand the comparison of different market systems.
- Students will be able to understand how national income is calculated.

Units	Contents	Periods
UNIT – I	Introduction to economics, Definitions of economics, Nature and Scope of Economics, Significance and Evolution of Micro Economics, Functions of Managerial Economics.	10
UNIT –II	Concept of Law of Demand, Law of Supply, Concept of Market Equilibrium, Elasticity of Demand, Demand Determinants.	15
UNIT – III	Utility Analysis, Marginal Concept of Utility, Indifference Curve Analysis: Assumptions, Properties of Indifference curve, Theory of Consumer Surplus.	20
UNIT – IV	Elements of Cost, Factors of Production, Theory of Rent, Theory of Interest, Theories of Profit.	20
UNIT – V	National Income: Estimates and Analysis (GNP, NNP, GDP, HDI), Methods of Measurement of National Income, Types of Market Structure, Perfect v/s Imperfect Market, Trade Cycles.	25

**Suggested Readings:**

- Maddala & Miller, Microeconomics Theory and Applications, 13<sup>th</sup> reprint 2017.
- Sinha V.C., Principles of Economics, Sahitya Bhawan Publication, Agra
- Adhikary, M., Business Economics, Excel Books, New Delhi.
- Chopra, O P, Managerial Economics, New Delhi, TMH, 1985
- Koutsoyiannis, A., Modern Micro Economics, Mac Millan, New York.
- Dr. J C Pant & Dr. J P Mishra, Micro Economics, Sahitya Bhawan, Agra (Hindi Medium)
- Dr. C.M. Mehta, Micro Economics, Ram Prasad & Sons, Bhopal (Hindi Medium)

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S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	23MI-BBAC2T	Business Mathematics	100	6	4	0	2	6

**Course Objectives:**
**Course Objectives(CoBs):**

- The basic objective to learn this subject is to adapt the knowledge of various mathematical tools and techniques and models which helps in dealing with real-life business situations.

**Course Outcome (COs):**

- Students shall know how to solve the various business problems using Business Mathematics concepts.
- Students shall be able to use and apply a wide variety of Business Mathematics concepts for various manufacturing and service industries.

**Student Learning Outcomes (SLO):**

Student Learning Outcomes involved:

- The students will understand the basic knowledge of ratios and percentage
- The students will understand the matrices and its application in business scenario
- The students will learn to understand the concept of integration and calculus and its application in business data interpretation.
- The student will learn the basic concept of progression and interest calculation and apply the same in business application.
- The students will understand the concept of set theory and its application in business.
- The students will learn the concept of permutation and combinations and its applications.

Units	Contents	Periods
UNIT – I	Ratio – Gaining and Sacrificing Ratio, Proportion, Percentage, Averages- Simple and Weighted Averages.	15
UNIT –II	Simulations Equations – Meaning, Definition Characteristics, Types and Calculations, Preparation of Invoice.	18
UNIT – III	Determinants and Matrices, Matrix-Definition, Types, Basic Operations on Matrices Transpose of Matrix. Determinants- Minors and Co factor. Adjoint and Inverse of Matrix.	20
UNIT – IV	Practical approach and application of Vedic Maths. Logarithms and Antilogarithms – Principles and Calculations. Simple and Compound Interest.	17
UNIT – V	Commission, Discount, Brokerage and Profit and Loss	17

**Essential & Suggested Readings :**

- Spooner H.A. and D.A.L Weldon, The essence of Mathematics for Business, Prentice Hall of India Private Limited, New Delhi latest edition
- S.M. Shukhla: Business Mathematics, Sahitya Bhawan, Agra latest edition ( Hindi and English Medium)
- V. Sundaresan and S.B. Jeysoelan: AN Introduction to Business Mathematics, S.Chand&Co.Pvt.Ltd, New Delhi Latest Edition
- M. Raghavanchari: Mathematics for Management, an Introduction TATA McGraw Hill Publishing Company Ltd. New Delhi latest edition
- Dr. J P Mishra, Business Mathematics, Sahitya Bhawan, Agra (Hindi Medium).
- Dr. Alok Kumar, Vedic Mathematics, Upkar Prakashan, Agra, U.P. (Hindi Medium).

