

BBA II

Semester

Syllabus

Subject Name	L	T	P	Credit
Communication in Business	5	1	0	6

Objectives:

- Communication skills are important for many professions but are crucial for students to develop their personality. They must be able to adapt their methods of communication to all regardless of ability or learning style.
- Students will demonstrate competency in communication skills related to production and presentation of messages in multiple formats.
- Students will demonstrate competency in critical thinking skills related to the analysis, interpretation, and criticism of messages.
- Students will demonstrate an understanding of multiple theoretical perspectives and diverse intellectual traditions in Communication.
- Students will demonstrate competency in human relational interaction.
- Students will demonstrate competency in the analysis and practice of ethical communication.
- Students will demonstrate an understanding of the importance of free expression and the responsibilities it entails.

Unit-1**Fundamentals of Language & Vocabulary**

Applied Grammar and usages - Parts of Speech, Determiners, Tenses, Subject-Verb Agreement, Prepositions, Active and Passive Voice, **Reported Speech**: Direct and Indirect, Sentence Structure, Punctuations.

Vocabulary: Origin of words, affixation, Antonyms, Synonyms, one-word substitute, phrasal verbs, idioms, proverbs and jargons

Unit-2**Application of Linguistic ability**

Linguistic techniques, English phonetic symbols or signs, Phonetic Transcription, Writing of Definitions of Related terms, objects, processes and principles, Paragraph writing, Precise writing and noting.

Unit -3**Skills of Communication**

Scope and Significance of Communication Skills, Process of Communication in an Organisation, Types of Communication: Verbal and Non-Verbal Communication, Formal and Informal Channels of Communication, Barriers to communication, Measures to overcome Barriers, Need for Effective Communication, Listening skills.

Unit -4**Developing Writing Skills**

Business Letters: Parts & Layouts of Business Letters, Calling/ Sending Quotations/ Tenders/Orders/ Complaints, Report Writing (Progress, Observation, Survey, Project and Laboratory).

Unit-5

Employability And Corporate Skills

Interview skills, Group Discussion, Job Application, CV Writing, Memos and Email writing, Time management and Effective Planning, Negotiation skills, Teamwork, leadership.

Outcomes:

- Students will be enriched with good vocabulary and diction.
- To know the process of communication and its components.
- To improve the language skills.
- To enhance phonetic competence, comprehension skills, presentation skills, group discussion skills etc.

Text books:

1. *A.J. Thomson and A.V. Martinet, A Practical English Grammar,*
2. *Business Correspondence and Report Writing - By Sharma;*
3. *TMH. Living English Structure – By W.S. Allen; Longmans*
4. *English Grammar – Ehrlich, Schaum Series;*

Reference books:

1. *TMH. Spoken English for India – By R.K. Bansal and IB Harrison Orient Longman.*
2. *New International Business English – by Joans and Alexander;*
3. *OUP. Communication Skills – Dr Neeta Sharma,*
4. *Effective Technical Communication – Rizvi; TMH.*
5. *Communication for Science & Engineering, by Dr Binod Mishra,*
6. *Business Communication by Dr R.C. Sharma*

List of Practicals:

Course Objective: The language lab focuses on the production and practice of sounds of English through audio-visual aids and computer software. It intends to enable the students to speak English correctly with confidence and intends to help them to overcome their inhibitions and self – consciousness while speaking in English.

Lab Sessions with the help of Language lab software:

Tense Buster, Study Skills.

Topic to be covered in the Language Laboratory Sessions;

- Self Introduction (Self, Brief, Detail)
- JAM Session
- Extempore
- Role play
- Story with a twist
- Picture description
- Debate
- Group discussion
- Oral Presentation
- Telephonic etiquettes
- Movies & Videos (Based on Learning English, With Hindi & English Subtitle)

Subject Name	L	T	P	Credit
Marketing Management	5	1	0	6

Objectives:

- The objective of the course is to provide the learners exposure to modern marketing concepts, tools, and techniques.
- To help them develop abilities and skills required for the performance of marketing functions.

Unit-1

Introduction: Nature and scope of marketing, Evolution, Various marketing orientations, Core concepts of marketing. Marketing challenges in the globalized economic scenario.

Understanding Consumer Behavior: Buying motives, factors influencing buying behavior, stages in consumer buying decision process.

Unit-2

Market Segmentation, Targeting and Positioning: Meaning, Factors influencing segmentation, Basis for segmentation.

Targeting: Meaning, Basis for identifying target customers, Target Market Strategies.

Positioning: Meaning, product differentiation strategies.

Branding: Concept of Branding & its elements, Brand equity, Branding Positioning

Unit -3

Marketing Mix: Concept, Four P's of Marketing mix.

Product Decisions: Concept, new product development, Product Life cycle.

Pricing Decisions: Pricing concepts, Pricing strategies.

Unit -4

Distribution Decision: Meaning, Nature, Functions, Channel alternatives, Factors affecting channel choice.

Unit-5

Promotional Decision: Meaning, Promotion Mix, Advertising effectiveness, Integrated Communication.

Outcomes:

- Demonstrate understanding of marketing management.
- Apply the concept of marketing in business operations.
- Develop an understanding of the linkages of marketing management and other functions of an organization.

Text books:

1. Panda Tapan. Marketing Management. Excel Books, India Latest Edition.
2. Ramaswamy V. S. and Namakumar S. Marketing Management. Macmillan Publishers, Latest Edition

Reference books:

1. Kotler, Keller, Koshy and Jha. Marketing Management: A South Asian Perspective. Pearson Education, Latest Edition.
2. Masterson Rosalind and Pickton David. Marketing: An Introduction. Sage Publications, Latest Edition.

Subject Name	L	T	P	Credit
Business Mathematics	5	1	0	6

Objectives:

- Understanding basic terms in the areas of business calculations and financial mathematics.
- Independently solving of business problems

Unit-1

Ratio: Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage- Meaning and Computations of Percentages

Unit-2

Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage

Unit -3

Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), Equated Monthly Installments (EMI), Problems

Unit -4

Definition and types of matrices – algebra of matrices – multiplication of two matrices – inverse of a matrix – solution of simultaneous equations using matrix method – cramer's rule.

Unit-5

Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, Examples.

Outcomes:

- Define basic terms in the areas of business calculus and financial mathematics.
- Explain basic methods of business calculus, types and methods of interest account and their basic applications in practice.
- Solve problems in the areas of business calculus, simple and compound interest account, use of compound interest account, loan and consumer credit.

Text books:

1. Mathematics for Business and Economics – Mongia
2. Business Mathematics – Kapoor & Sancheti

Reference books:

1. An Introduction to Business Mathematics – Sunderasam and Jayseelam

Subject Name	L	T	P	Credit
Fundamentals of Business Strategy	5	1	0	6

Objectives:

- In this course, the students are to be acquainted with the basic concept of business system.
- The use of the business system strategies in the organizations is to be emphasized.
- This course explains the conceptual framework of the business sector

Unit-1

Introduction of Strategy: Evolution of Strategy, Meaning, Definition and features of Strategy, Scope and Importance of Strategies, Hierarchy of strategy intent-Vision, Mission, Objectives and goals

Unit-2

Level of Strategy: Corporate Strategy: Nature, scope And Types, Business Level Strategy, Functional and Operational Level strategy

Unit -3

Strategy Analysis: Introduction, Strategy Analysis and its Importance, Environmental Appraisal and Scanning Techniques, SWOT analysis, Industry and Competitors Analysis: BCG Matrix and GE nine cell matrix.

Unit -4

Strategy Formulation and Implementation: Introduction, Strategy Formulation, Process in Strategy Formulation, Strategy Implementation and its Stages, Strategic Business Units (SBUs), ERP - features and applications.

Unit-5

Strategic Control and Evaluation: Introduction, Strategy Evaluation-Process, Steps and Significance, Strategic Control and Types, External Growth Strategy: Merger, Acquisition and amalgamation.

Outcomes:

- Identify the way in which business organizations work/operate.
- Recognize different functional areas of the corporate sector.
- Understand and setup the objectives mission-vision-goals of the business.
- Define and understand the concept of corporate strategy & examine the reasons for developing strategies and apply SWOT analysis

Text books:

1. Strategic Management and Business Policy -Azhar Kazmi

Reference books:

1. Strategic Planning: Fundamentals for Small Business - Gary May
2. Strategic Management 2nd edition -Neil Ritson