



Date :- 01/08/2023

NOTIFICATION

Sub :- CBCS Syllabi of BBA (Sem. I & II)

Ref. :- Decision of the Academic Council at its meeting held on 26/07/2023.

The Syllabi of BBA (First and Second Semesters) as per **NATIONAL EDUCATION POLICY - 2020** and approved by the Academic Council as referred above are hereby notified for implementation with effect from the academic year 2023-24.

Copy of the Syllabi Shall be downloaded from the College Website
(www.kcesmjcollege.in)

Sd/-
Chairman,
Board of Studies

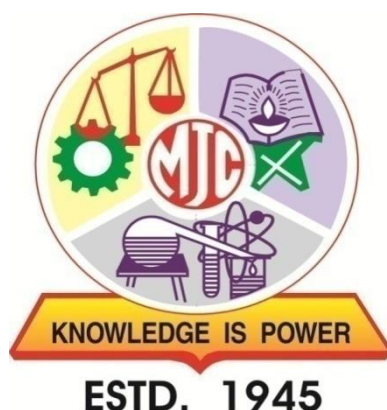
To :

- 1) The Head of the Dept., M. J. College, Jalgaon.
- 2) The office of the COE, M. J. College, Jalgaon.
- 3) The office of the Registrar, M. J. College, Jalgaon.

Knowledge is Power

Khandesh College Education Society's
Moolji Jaitha College, Jalgaon
An "Autonomous College"

Affiliated to
Kavayitri Bahinabai Chaudhari
North Maharashtra University, Jalgaon-425001



STRUCTURE AND SYLLABUS

B.B.A. Honours / Honours with Research

**Under Choice Based Credit System (CBCS)
and
as per NEP-2020 Guidelines**

[w.e.f. Academic Year: 2023-24]

Preface

The Bachelor of Business Administration (BBA) program offers a comprehensive understanding of business and management. Aligned with the National Education Policy (NEP), this program fosters holistic development and nurtures intellectual growth.

In today's competitive business landscape, organizations seek professionals with a strong foundation in business principles, leadership skills, critical thinking, and a global perspective. The BBA program meets these demands by covering key areas such as marketing, finance, human resources, operations, entrepreneurship, and strategic management.

Through a blend of theory and practical applications, students engage in real-world case studies, internships, and industry visits. This experiential learning enhances their understanding of business concepts and strategies.

The BBA program emphasizes critical thinking, problem-solving, and decision-making skills essential for success in the business world. Students also develop soft skills such as effective communication, teamwork, leadership, and ethical decision-making.

With a focus on diversity, creativity, and innovation, the BBA program creates a supportive and inclusive learning environment. Students are encouraged to participate in co-curricular activities, industry interactions, and community engagement.

The BBA program equips students with the knowledge, skills, and values required for their professional careers. Graduates emerge as well-rounded individuals ready to make meaningful contributions to the business world and society.

Programme Outcomes (PO) for B.B.A Honours/ Honours with Research

Upon successful completion of this Programme, student will acquire the following insights/ skills/ abilities -

PO No.	PO
1	Foundation in Management Principles: Build a solid understanding of core management principles, including planning, decision-making, and organization, preparing students to analyze and solve business problems effectively.
2	Skill Development in Communication and Automation: Enhance proficiency in communication, presentation, and business automation tools (Microsoft Word, Excel, PowerPoint) to improve workflow efficiency and collaborative skills.
3	Ethical and Responsible Business Understanding: Foster a sense of ethical and social responsibility in business decision-making, focusing on corporate social responsibility and sustainable business practices.
4	Financial and Marketing Acumen: Develop foundational knowledge in accounting, costing, and marketing concepts, equipping students to manage resources and apply marketing strategies for business growth.
5	Advanced Financial and Legal Knowledge: Strengthen understanding of financial management, including the Indian capital market, financial instruments, and business laws, enabling students to navigate legal and financial frameworks within organizations.
6	Human Resources Management and Organizational Skills: Build competencies in HR planning, job analysis, and recruitment, empowering students to optimize human resources effectively and adapt HR practices to organizational needs.
7	Operations and Production Management Skills: Gain insights into production planning, operations, and materials management, preparing students to make informed decisions in manufacturing and service environments.
8	Community Engagement and Practical Application: Engage in community-based projects and field assignments that enhance the practical understanding of business concepts, promoting social responsibility and real-world application.

Credit distribution structure for Three/ Four year Honors/ Honors with Research Degree Programme with Multiple Entry and Exit

Credit distribution structure for Three/ Four year Honors/ Honors with Research Degree Programme with Multiple Entry and Exit										
Level	Sem	Major (Core) Subjects		Minor Subjects (MIN)	GE/OE	VSC, SEC (VESC)	AEC, VEC, IKS	CC, FP, CEP, OJT/Int, RP	Cumulative Credits/ Sem	Degree/ Cumulative Cr.
		Mandatory (DSC)	Elective (DSE)							
4.5	I	DSC-1 (4T) (IKS) DSC-2 (2T)	...	MIN-1 (4T)	OE-1 (2T)	SEC-1 (2T) SEC-2 (1P)	AEC-1 (2T) (ENG) VEC-1 (2T) (CI) IKS (1T)	CC-1 (2)	22	UG Certificate 44
	II	DSC-3 (4T) DSC-4 (2T)	...	MIN-2 (4T)	OE-2 (2T)	SEC-3 (2T) SEC-4 (1P)	AEC-2 (2T) (ENG) VEC-2 (2T) (ES) IKS (1T)	CC-2 (2)	22	
	Cum. Cr	12	...	8	4	6	4+4+2	4	44	
Exit option: Award of UG Certificate in Major with 44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor.										
5.0	III	DSC-5 (4T) DSC-6 (2T) DSC-7 (2T)	...	MIN-3 (4T)	OE-3 (2T) OE-4 (2T)		AEC-3 (2T) (MIL)	CEP-1 (2P) CC-3 (2)	22	UG Diploma 88
	IV	DSC-8 (4T) DSC-9 (2T) DSC-10 (2T)	...	MIN-4 (4T)	OE-5(2T) OE-6(2T)	...	AEC-4 (2T) (MIL)	CEP-2 (2P) CC-4 (2)	22	
	Cum. Cr	28	...	16	12	6	8+4+2	8+4	88	
Exit option: Award of UG Diploma in Major and Minor with 88 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor.										
5.5	V	DSC-11 (4T) DSC-12 (4T) DSC-13 (2T)	DSE-1 (4T)	MIN-5 (2T)	...	VSC-1 (2T) VSC-2 (2T)	...	FP (2)	22	UG Degree 132
	VI	DSC-14 (4T) DSC-15 (4T) DSC-16 (2T)	DSE-2 (4T)	MIN-6(2T)	...	VSC-3 (2T) VSC-4 (2T)	...	OJT-1 (2)	22	
	Cum. Cr.	48	08	20	12	6 + 8	8+4+2	8+8	132	
Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major and Minor										
Level	Sem	Major (Core) Subjects		Minor Subjects	GE/ OE	VSC, SEC (VESC)	AEC, VEC, IKS	CC, FP, CEP, OJT/Int, RP	Cumulative Credits/Sem	Degree/ Cumulative
		Mandatory (DSC)	Elective (DSE)							
6.0	VII	DSC-17 (4T) DSC-18 (4T) DSC-19 (4T) DSC-20 (2T)	DSE-3 (4T)	RM (2T)	...	...	...	OJT/Int (2)	22	UG Honors Degree 176
	VIII	DSC-21 (4T) DSC-22 (4T) DSC-23 (4T) DSC-24 (2T)	DSE-4 (4T)	RM (2T)	...	...	...	OJT/Int (2)	22	
	Cum. Cr.	76	16	20+4	12	8+6	8+4+2	8+12	176	
Four Year UG Honors Degree in Major and Minor with 176 credits										
6.0	VII	DSC-18 (4T) DSC-19 (4T) DSC-20 (2T)	DSE-3 (4T)	RM (2T)	...	...	...	RP (6)	22	UG Honors with Research Degree 176
	VIII	DSC-22 (4T) DSC-23 (4T) DSC-24 (2T)	DSE-4 (4T)	RM (2T)	...	...	...	RP (6)	22	
	Cum. Cr.	68	16	20+4	12	8+6	8+4+2	8+20	176	
Four Year UG Honours with Research Degree in Major and Minor with 176 credits										

Sem- Semester, **DSC-** Department Specific Course, **DSE-** Department Specific Elective, **T-** Theory, **P-** Practical, **CC-** Cocurricular **RM-** Research Methodology, **OJT-** On Job Training, **FP-** Field Project, **Int-** Internship, **RP-** Research Project,

Multiple Entry and Multiple Exit options:

The multiple entry and exit options with the award of UG certificate/ UG diploma/ or three-year degree depending upon the number of credits secured;

Levels	Qualification Title	Credit Requirements		Semester	Year
		Minimum	Maximum		
4.5	UG Certificate	40	44	2	1
5.0	UG Diploma	80	88	4	2
5.5	Three Year Bachelor's Degree	120	132	6	3
6.0	Bachelor's Degree- Honours Or Bachelor's Degree- Honours with Research	160	176	8	4

F. Y. B.B.A Structure and Syllabus

Sem ester	Course Modul e	Credit	Hours/ week	TH/ PR	Code	Title
I	DSC	4	4	TH	BBA-DSC-111	Principles and Practices of Management
	DSC	2	2	TH	BBA-DSC-112	Introduction to Marketing Management- I
	MIN	4	4	TH	BBA-MIN-113	Fundamentals of Accounting and Costing-I
	SEC	2	2	TH	BBA-SEC-114(A)	Business Automation and Presentation Tools -I
					BBA-SEC-114(B)	Personality Development - I
	SEC	1	1	PR	BBA-SEC-115(A)	Practical of Business Automation and Presentation Tools - I
					BBA-SEC-115(B)	Practical on Personality Development-I
	OE	2	2	TH		Any one from the basket of OE courses given below
	AEC	2	2	TH	ENG-AEC-111	English Communication Skills - I
	VEC	2	2	TH	ES-VEC-111	Environmental Studies
	IKS	1	1	TH	IKS-111	Indian Knowledge System - I
	CC	2	2	TH	NCC-CC-111 NSS-CC-111 SPO-CC-111 CUL-CC-111	NCC NSS Sports Cultural
II	DSC	4	4	TH	BBA-DSC-121	Business Organization and Corporate Environment
	DSC	2	2	TH	BBA-DSC-122	Introduction to Marketing Management- II
	MIN	4	4	TH	BBA-MIN-123	Fundamentals of Accounting and Costing-II
	SEC	2	2	TH	BBA-SEC-124(A)	Business Automation and Presentation Tools -II
					BBA-SEC-124(B)	Personality Development - II
	SEC	1	1	PR	BBA-SEC-125(A)	Practical of Business Automation and Presentation Tools - II
					BBA-SEC-125(B)	Practical on Personality Development-II
	OE	2	2	TH		Any one from the basket of OE courses given below
	AEC	2	2	TH	ENG-AEC-121	English Communication Skills - II
	VEC	2	2	TH	CI-VEC-121	Constitution of India
	IKS	1	1	TH	IKS-121	Indian Knowledge System - II
	CC	2	2	TH	NCC-CC-121 NSS-CC-121 SPO-CC-121 CUL-CC-121	NCC NSS Sports Cultural

DSC : Department-Specific Core course
DSE : Department-Specific elective
GE/OE : Generic/ Open elective
SEC : Skill Enhancement Course
MIN : Minor course
AEC : Ability Enhancement Course
VEC : Value Education Courses

ENG : English
ES : Environmental studies
CI : Constitution of India
IKS : Indian Knowledge System
CC : Co-curricular course
TH : Theory
PR : Practical

Science Basket of OE/GE Courses to be offered to Students of Commerce Faculty

Semester	GE Basket I (Zoology)	GE Basket II (Geography)	GE Basket III (Botany)
Sem- I	Fundamentals of Biodiversity	Sky observation and Solar System	Mushroom Culture Technology
Sem- II	Conservation of Biodiversity	Climate Change: Vulnerability and Adoption	Food Science

Humanities Basket of OE/GE Courses to be offered to Students of Commerce Faculty

Semester	GE Basket I (History)	GE Basket II	GE Basket III (Languages)	GE Basket IV (Economics)
Sem- I	India's Freedom Struggle	Philosophy of Science- I	English/ Hindi/ Marathi Literature - I	Development Studies - I
Sem- II	Indian Social Reformers	Philosophy of Science- II	English/ Hindi/ Marathi Literature – II	Development Studies – II

Exam Pattern

- Each theory and practical course of 4 credits will be of 100 marks comprising of 40 marks internal and 60 marks external examination. in case of courses of 2 credits, each theory and practical course will be of 50 marks comprising of 20 marks internal and 30 marks external examination.

Rules of Continuous Internal Evaluation:

The Continuous Internal Evaluation for theory papers shall consist of two methods:

1. Continuous & Comprehensive Evaluation (CCE):

CCE will carry a maximum of 30% weightage (30/15 marks) of the total marks for a course. Before the start of the academic session in each semester, the subject teacher should choose any three assessment methods from the following list, with each method carrying 10/5 marks:

- Individual Assignments
- Seminars/Classroom Presentations/Quizzes
- Group Discussions/Class Discussion/Group Assignments
- Case studies/Case lets
- Participatory & Industry-Integrated Learning/Field visits
- Practical activities/Problem Solving Exercises
- Participation in Seminars/Academic Events/Symposia, etc.
- Mini Projects/Capstone Projects
- Book review/Article review/Article preparation
- Any other academic activity

Each chosen CCE method shall be based on a particular unit of the syllabus, ensuring that three units of the syllabus are mapped to the CCEs.

2. Internal Assessment Tests (IAT):

IAT will carry a maximum of 10% weightage (10/5 marks) of the total marks for a course. IAT shall be conducted at the end of the semester and will assess the remaining unit of the syllabus that was not covered by the CCEs. The subject teacher is at liberty to decide which units are to be assessed using CCEs and which unit is to be assessed on the basis of IAT.

The overall weightage of Continuous Internal Evaluation (CCE + IAT) shall be 40% of the total marks for the course. The remaining 60% of the marks shall be allocated to the semester-end examinations.

The subject teachers shall communicate the chosen CCE methods and the corresponding syllabus units to the students at the beginning of the semester to ensure clarity and proper preparation.

Proposed Question Paper Pattern for UG and PG Courses of Commerce & Management:

4 Credits Paper (Theory and Practical)

Marks 60

Time: 3 Hours

Q1	Long Answer Question (Compulsory)	12
Q2	Attempt any 2 Questions (6 marks each) a) b) c)	12
Q3	Long Answer Question OR Long Answer Question	12
Q4)	Attempt any 2 Questions (6 marks each) a) b) c)	12
Q5)	Long Answer Question OR Long Answer Question	12

2 Credits Paper (Theory and Practical)

Marks 30

Time: 1.5 Hours

Q1	Long Answer Question (Compulsory)	6
Q2	Attempt any 2 Questions (6 marks each) a) b) c)	12
Q3	Attempt any 3 Questions (4 marks each) a) b) c) d)	12

SEMESTER - I

BBA-DSC-111: Principles and Practices of Management

DSC-1 Course in BBA

Total Hours: 60

Credits: 4

Course objectives	• Understand the evolution of management thought and its relevance to modern management practices. • Develop an understanding of the fundamental principles and characteristics of management, including its scope and functional areas. • Gain knowledge of the key concepts and processes involved in planning, decision making, organizing, staffing, directing, and controlling within an organization. • Explore the importance of effective communication, leadership styles, motivation theories, coordination, and control in achieving organizational goals and success.	
Course outcomes	After successful completion of this course, students are expected to • Apply the principles of management to analyze and solve real-world organizational challenges and make informed decisions. • Demonstrate effective planning and decision-making skills by setting objectives, formulating strategies, and implementing action plans. • Evaluate and design organizational structures, staffing systems, and delegation processes to promote efficiency and productivity. • Develop effective communication and leadership skills to facilitate collaboration, motivate teams, and foster a positive organizational culture.	
Unit	Topic Particular	Hours
Unit I	Introduction to Management and Evolution of Management Thought • Meaning of Management • Evolution of Management Thought • Pre-Scientific Management Era • Classical Management Era • Neo-Classical Management Era • Modern Management Era • Nature and Characteristics of Management • Scope and Functional Areas of Management • Management as a Science, Art, or Profession • Management and Administration • Principles of Management	15
Unit II	Planning, Decision Making, and Organizational Structure • Nature, Importance, and Purpose of Planning • Planning Process • Objectives • Types of Plans (overview) • Decision Making: Importance and Steps • Management by Objectives (MBO) and Management by Exception (MBE) (overview) • Nature and Purpose of Organization • Principles of Organizing	

	• Types of Organization: Departmentation, Committees • Centralization vs. Decentralization of Authority and Responsibility • Span of Control • Nature and Importance of Staffing	15
Unit III	Leadership, Direction, and Communication • Meaning and Nature of Direction • Principles of Direction • Communication: Meaning, Importance, and Process • Barriers to Communication and Steps to Overcome them • Types of Communication • Motivation Theories: Maslow's Need Hierarchy Theory, Herzberg's Two-Factor Theory, Mc.Gregor's X and Y Theory • Leadership: Meaning and Characteristics • Formal and Informal Leadership • Leadership Styles: Autocratic, Democratic, Participative, Laissez-Faire, Transition, Charismatic	15
Unit IV	Coordination, Control, Business Social Responsibility, and Managerial Ethics • Coordination: Meaning, Importance, and Principles • Controlling: Meaning and Steps in Control • Essentials of an Effective Control System • Techniques of Control (brief overview) • Business Social Responsibility: Meaning, Arguments for and against • Green Management: Meaning and Green Management Actions • Managerial Ethics: Meaning and Importance in Business • Factors that Determine Ethical or Unethical Behaviour	15
Study Resources	• Harold Koontz and Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education. • Rajkumar.S and Nagarajan. G Management Principles and Applications, Jayvee International Publications, Bangalore • Stephen P Robbins and Madhushree NandaAgrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education. • James H. Donnelly, Fundamentals of Management, Pearson Education. • B.P. Singh and A.K.Singh, Essentials of Management, Excel Books. • P C Tripathi & P N Reddy, Principles of Management, TMH Publications • LM Prasad, Principles of management, Sultan Chand and Sons • Appanniah and Reddy, Management, HPH. • T. Ramaswamy : Principles of Management, HPH. <i>*Refer to latest editions of the given reference books</i>	

BBA-DSC-112: Introduction to Marketing Management- I

DSC-2 Course in BBA

Total Hours: 30

Credits: 2

Course objectives	• Understand the fundamental concepts and principles of marketing. • Gain knowledge of the marketing environment and its influence on business decisions. • Comprehend market segmentation and its application in targeting specific customer groups. • Analyse consumer behaviour and the buying decision process in the context of marketing.	
Course outcomes	After successful completion of this course, students are expected to • Define and explain the key concepts and functions of marketing, and understand their relevance in contemporary business practices. • Analyse and evaluate the micro and macro environments of marketing, including the factors that influence marketing decisions and strategies. • Apply market segmentation principles to identify target customer groups and develop effective marketing strategies. • Understand the factors that influence consumer behaviour and the buying decision process, and utilize this knowledge to design and implement marketing strategies that align with consumer needs and preferences.	
Unit	Topic Particular	Hours
Unit I	Introduction to Marketing • Meaning and Definition of Marketing • Concepts of Marketing • Approaches to Marketing • Functions of Marketing • Recent Trends in Marketing (E-business, Tele-marketing, M-business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing, E-tailing)	08
Unit II	Marketing Environment • Micro Environment (The company, suppliers, marketing intermediaries, competitors, public, customers) • Macro Environment (Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment)	07
Unit III	Market Segmentation • Meaning and Definition of Market Segmentation • Bases of Market Segmentation • Requisites of Sound Market Segmentation	07
Unit IV	Consumer Behavior • Factors Influencing Consumer Behaviour (Psychological, Social, Personal, Situational Factors) • Buying Decision Process	08

Study Resources	• Philip Kotler, Marketing Management, Prentice Hall. • Muninarayanappa. M and Rajkumar. S (2021); Marketing Management, Jayvee International Publications, Bangalore. • Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI, New Delhi • William J. Stanton, Michael J.Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill • Bose Biplab, Marketing Management, Himalaya Publishers. • J.C. Gandhi, Marketing Management, Tata McGraw Hill. • Ramesh and Jayanti Prasad: Marketing Management, I.K. International • Sontakki, Marketing Management, Kalyani Publishers. • PN Reddy and Appanniah, Marketing Management <i>*Refer to latest editions of the given reference books</i>	
------------------------	---	--

BBA-MIN-113: Fundamentals of Accounting and Costing - I

MIN-1 Course in BBA

Total Hours: 60

Credits: 4

Course objectives	• Understand the principles and scope of financial accounting, distinguishing it from book-keeping. • Develop proficiency in recording transactions through journals and ledgers, and preparing trial balances. • Learn to utilize subsidiary books and perform bank reconciliation to ensure accurate financial records. • Acquire knowledge and practical skills in cost accounting, including cost sheet preparation and material control calculations.	
Course outcomes	After successful completion of this course, students are expected to • Understand the objectives and scope of financial accounting, distinguish it from book-keeping, and identify the advantages and limitations of financial accounting. Recognize the users of accounting information. • Apply accounting principles and concepts to record transactions accurately. Demonstrate proficiency in journalizing and making journal entries, balancing ledger accounts, and preparing trial balances. • Effectively use subsidiary books, such as purchase books, sales books, and cash books, to record specific transactions. Understand the importance of bank reconciliation statements and resolve discrepancies between cash book and pass book balances. • Gain knowledge in cost accounting, differentiate it from financial accounting, and understand the elements of costs. Solve practical problems related to materials control, economic order quantity (EOQ), and preparation of cost sheets. Recognize the significance of materials accounting and control in an industry context.	
Unit	Topic Particular	Hours
Unit I	Introduction to Accounting • Meaning and definition of Book Keeping and Accounting. • Accounting v/s Book Keeping • Meaning Objectives and scope of Financial Accounting • Advantages and Limitations of Financial Accounting. • Users of accounting information • Accounting Principles: Conventions & Concepts. • Terms used in accounting • Voucher • Introduction to GST • Accounting Cycle	15

Unit II	Journal and Ledger • Types of Accounting • Rules of Accounting. • Journals & Journal Entries • Meaning, Definition and Importance of Ledger. • Specimen of Ledger. • Posting of entries from Journal/Subsidiary Books to Ledger. • Balancing of Ledger Accounts. • Preparation of Trial Balance. • Simple Practical Problems on Journal entries, Ledger entries and preparation of trial balance.	15
Unit III	Subsidiary Books and Bank Reconciliation Statement • Purchase Book • Sales Books • Purchase Return Book • Sales Return Book • Bills Receivable Book • Bills Payable Book • Cash Book (practical problems on simple and Bank Column only) • Journal Proper • Meaning, Definition, Need and Importance of Bank Reconciliation Statement. • Reasons for difference between Cash Book balance and Pass Book balance • Specimen of Bank Reconciliation Statement. • Simple practical problems on Preparation of Bank Reconciliation Statement.	15
Unit IV	Cost Accounting • Cost, Expense, Loss: Meaning • Costing, Cost Accounting: Concept • Cost Unit, Cost Centre: Meaning • Elements of Costs, Direct & Indirect Costs • Types of Costs on the basis of various criteria • Advantages and Limitations of Cost Accounting • Difference between Financial Accounting, Cost Accounting • Meaning of Cost Sheet and Tender Cost Sheet • Importance of Materials accounting and control in Industry • Different Level of Materials & their Calculations : Maximum Level, Minimum Level, Average Level, Reorder Level, Danger Level (Simple Practical Problems) • Economic Order Quantity (EOQ), (Simple Practical Problems) • Preparation of Cost Sheet. (Simple Practical Problems)	15

Study Resources	• Financial Accounting – Jawaharlal & Shrivastava – S. Chand & Sons • Accounting for Managers - Vijay Kumar – TMH • Advanced Accounts, M.C. Shukla, T. S. Grewal & S.C. Gupta, S. Chand & Co Ltd. • Financial Accounting for Management: By Dr. S. N.Maheshwari (Vikas Publishing House) • Fundamentals of Accounting: S.K Paul • Cost Accounting (Methods & Problems), B. K. Bhar, Academic Publisher, Calcutta. <i>*Refer to latest editions of the given reference books</i>	
------------------------	--	--

BBA-SEC-114(A): Business Automation and Presentation Tools-I

SEC-1(A) Course in BBA

Total Hours: 30

Credits: 2

Course objectives	• Develop proficiency in Microsoft Word, Excel, and PowerPoint, including formatting, data analysis, and presentation design. • Acquire skills in integrating and automating workflows across Microsoft Office Suite applications for improved efficiency. • Enhance collaboration and review capabilities in Microsoft Word while creating and managing templates for streamlined document creation. • Design visually appealing and engaging presentations using PowerPoint, incorporating slide transitions, animations, and effective delivery techniques	
Course outcomes	After successful completion of this course, students are expected to • Master Microsoft Word, Excel, and PowerPoint by utilizing their features, formatting text, organizing documents, working with tables and graphics, creating templates, and collaborating effectively. • Apply Microsoft Excel for business automation by working with formulas, creating charts, analyzing data, implementing validation, and gaining an understanding of macros and automation. • Design visually appealing presentations using PowerPoint by utilizing slide layouts, selecting fonts and colors, creating content, applying transitions and animations, and delivering engaging presentations. • Integrate and automate workflows across Word, Excel, and PowerPoint to enhance efficiency by utilizing mail merge, embedding charts and tables, automating tasks with macros, creating interactive presentations, and customizing the Ribbon and Toolbar.	
Unit	Topic Particulars	Hours
Unit I	Introduction to Microsoft Word • Understanding the interface and basic features of Microsoft Word • Formatting and styling text: fonts, sizes, colors, and effects • Document organization: paragraphs, headings, and bullet points • Working with tables and graphics • Creating and managing templates • Collaboration and review features in Microsoft Word	7

Unit II	Microsoft Excel for Business Automation • Introduction to Microsoft Excel: interface, cells, and worksheets • Working with formulas and functions: basic calculations, absolute and relative references • Data visualization: creating charts and graphs • Data analysis: sorting, filtering, and conditional formatting • Data validation and protection • Introduction to macros and automation in Excel	8
Unit III	Effective Presentation Design with Microsoft PowerPoint • Introduction to Microsoft PowerPoint: interface and slide layouts • Designing visually appealing slides: fonts, colours, and backgrounds • Creating and editing slide content: text, images, and multimedia • Slide transitions and animations • Adding speaker notes and comments • Delivering engaging presentations: tips and techniques	7
Unit IV	Integration and Automation • Integrating Microsoft Word, Excel, and PowerPoint for efficient workflows • Using mail merge to automate document creation • Embedding Excel charts and tables in PowerPoint • Automating repetitive tasks with macros • Creating interactive presentations with hyperlinks and action buttons • Customizing the Ribbon and Quick Access Toolbar	8
Study Resources	• "Microsoft Word Made Easy" by John Smith • "Excel for Beginners: A Step-by-Step Guide" by Emily Johnson • "Powerful Presentations with PowerPoint" by David Anderson • "Microsoft Word: A Beginner's Guide" by Lisa Roberts • "Excel Simplified: Mastering the Basics" by Mark Davis • "Mastering PowerPoint: A Comprehensive Guide" by Sarah Thompson • "Microsoft Word for Everyday Use" by Michael Brown • "Excel Tips and Tricks for Beginners" by Jessica Miller • "PowerPoint Made Simple: Create Stunning Presentations" by Brian Wilson • "Microsoft Word and Excel Essentials" by Laura Adams • "Efficient Office Automation with Microsoft Tools: Simplify Your Tasks" by Brian Johnson • "Microsoft Office Automation Essentials: A Step-by-Step Guide" by Emily Thompson • "Mastering Word Macros: Automate Your Documents for Efficiency" by Sarah Davis • "Automating Microsoft Office: An Easy Guide to Streamline Your Work" by Lisa Johnson <i>*Refer to latest editions of the given reference books</i>	

BBA-SEC-114(B): Personality Development -I

SEC-1(B) Course in BBA

Total Hours: 30

Credits: 2

Course objectives	• To develop effective communication and interpersonal skills. • To cultivate a positive attitude, self-confidence, and emotional intelligence. • To foster critical thinking and problem-solving abilities. • To promote personal and professional growth through goal setting and self-motivation.	
Course outcomes	After successful completion of this course, students are expected to • Understand the basic terminology and concept of personality. • Understand the role of emotional intelligence in decision making. • To get an idea about the significance of goal setting and its tools to achieve it. • To understand the concept and uses of SMART tools.	
Unit	Topic Particulars	Hours
Unit I	Introduction to Personality Development • Basic Concepts of Personality Development. ○ Definition and importance of personality development. ○ Theories of personality (e.g., trait theory, psychodynamic theory) ○ Self-awareness and self-assessment techniques. • Effective Communication Skills; ○ Verbal and nonverbal communication ○ Listening skills and active listening. ○ Public speaking and presentation skills. ○ Written communication skills	7
Unit II	Interpersonal Skills & Emotional Intelligence • Basic of Interpersonal Skills ○ Building positive relationships ○ Conflict resolution and negotiation ○ Empathy and emotional intelligence ○ Networking and building a professional network. • Basic of Emotional Intelligence ○ Developing a positive attitude ○ Managing emotions and stress ○ Enhancing emotional intelligence	8
Unit III	Critical Thinking and Problem-Solving • Introduction and Concepts ○ Introduction to critical thinking ○ Analytical and creative thinking ○ Problem-solving techniques ○ Decision-making skills. • Critical Thinking in Decision Making ○ Analytical thinking and decision making. ○ Problem framing and reframing ○ Information evaluation and validation ○ Decision review and reflection	7

Unit IV	Goal Setting and Self-Motivation • Introduction to Goal Setting and Self-Motivation. ○ Importance of goal setting and self-motivation. ○ SMART goal setting framework. ○ Time management and prioritization ○ Self-awareness and self-assessment exercises. ○ Benefits of setting clear and meaningful goals. ○ Self-motivation techniques.	8
Study Resources	• "Personality Development and Soft Skills" by Barun K. Mitra • "Personality Development and Soft Skills" by Nirmala Jain • "Personality Development and Soft Skills" by B.K. Jain • "The 7 Habits of Highly Effective People" by Stephen R. Covey • "Emotional Intelligence: Why It Can Matter More Than IQ" by Daniel Goleman • "Critical Thinking: An Introduction" by Alec Fisher • "The Power of Positive Thinking" by Norman Vincent Peale • "How to Win Friends and Influence People" by Dale Carnegie • "The Art of Public Speaking" by Stephen Lucas <i>*Refer to latest editions of the given reference books</i>	

BBA-SEC-115(A): Practical on Business Automation and Presentation Tools-I

SEC-2(A) Course in BBA

Total Hours: 30

Credits: 1

Course objectives	• Master Microsoft Word, Excel, and PowerPoint for effective business communication and presentations, including formatting, organization, tables, graphics, templates, and slide design. • Apply Excel for business automation, utilizing formulas, charts, data analysis, conditional formatting, and data protection. • Enhance collaboration in Word, using track changes, comments, and collaborative document editing. • Integrate and automate workflows across Word, Excel, and PowerPoint, automating document creation, embedding charts, automating tasks with macros, and creating interactive presentations.	
Course outcomes	After successful completion of this course, students are expected to • Proficient Formatting and Styling: Students will acquire the ability to format and style text effectively, including selecting fonts, sizes, colours, and effects. They will also learn how to organize documents using paragraphs, headings, and bullet points. • Data Organization and Visualization: Through working with tables and graphics, students will develop skills in creating well-structured tables, applying formatting to table cells, and inserting and manipulating images or shapes. They will gain experience in presenting data visually for improved comprehension. • Data Analysis and Visualization in Excel: By working with formulas, functions, and charts, students will enhance their ability to perform calculations, analyse data, and create visual representations such as line charts and bar graphs. They will gain proficiency in sorting, filtering, and applying conditional formatting to highlight important information. • Engaging Presentation Design and Animation: Students will learn to create visually appealing slides using appropriate layouts, fonts, colours, and backgrounds. They will acquire skills in incorporating slide transitions and animations to create engaging and dynamic presentations, capturing audience attention and conveying information effectively.	
	Practical	Hours
1.	Formatting and Styling Text: • Create a document with various paragraphs, headings, and bullet points. • Apply different fonts, sizes, colors, and effects to the text. • Experiment with formatting options like bold, italic, underline, and highlight.	30
2.	Working with Tables and Graphics: • Create a table to organize data and apply formatting to the table cells. • Insert and format graphics such as images or shapes in the document. • Explore advanced features like resizing, wrapping text around images, and aligning objects.	
3.	Working with Formulas and Functions: • Create a basic budget spreadsheet with income and expense columns. • Use formulas to calculate totals, percentages, and averages. • Apply functions like SUM, AVERAGE, MAX, and MIN to analyze data.	

4.	Data Visualization and Analysis: • Create a line chart or bar graph to visualize sales data. • Sort and filter data based on specific criteria. • Apply conditional formatting to highlight specific data points or trends	
5.	Creating Visually Appealing Slides: • Design a presentation slide deck with appropriate slide layouts. • Choose visually appealing fonts, colors, and backgrounds for the slides. • Apply consistent formatting and alignment to maintain a professional look.	
6.	Slide Transitions and Animations: • Add slide transitions to create smooth transitions between slides. • Apply animations to text or objects to bring them in or out of the slide. • Experiment with timing and sequencing of animations for emphasis and engagement.	
7.	Mail Merge and Document Automation: • Use mail merge to create personalized letters or envelopes with a data source. • Customize the merge fields and format the resulting documents. • Automate the process by running the mail merge with different data sets.	
8.	Embedding Excel Data and Automating Tasks: • Create an Excel chart or table and embed it into a PowerPoint presentation. • Use macros to automate repetitive tasks such as formatting or data manipulation. • Create interactive presentations with hyperlinks and action buttons to navigate between slides or external content.	

BBA-SEC-115(B): Practical on Personality Development -I

SEC-2(B) Course in BBA

Total Hours: 30

Credits: 1

Course objectives	• Enhance self-awareness and personal growth. • Develop effective communication and confidence. • Foster goal-setting and achievement. • Cultivate personal branding and professional development.	
Course outcomes	After successful completion of this course, students are expected to • To foster critical thinking and problem-solving abilities. • To promote personal and professional growth through goal setting and self-motivation. • Learn the practical implementation of theory.	
	Practical	Hours
1.	Self-Reflection Exercises; Self-Assessment Tools, Journaling.	30
2.	Role-Playing, Public Speaking.	
3.	Confidence-Building Activities. e.g. Debates, Participating in college/national/international level competition, Mock-Interview.	
4.	Goal Setting Activities.	
5.	Personal Branding Activities. e.g. resume, cover letter, and online professional profiles.	
6.	Leadership Development Activities.	
7.	Networking Opportunities.	
8.	Personal Development Plan.	
9.	Stress Management tools.	
10.	Time Management tools and methods.	

SEMESTER – II

BBA-DSC-121: Business Organization and Corporate Environment

DSC-3 Course in BBA

Total Hours: 60

Credits: 4

Course objectives	• Understand the concept of business, its classification, forms of organizations, and the internal and external business environment. • Explore the formation, promotion, incorporation, and governance of joint stock companies, including Memorandum and Articles of Association, prospectus, and Corporate Social Responsibility (CSR). • Examine the concept of corporate capital, including share capital, types of shares, debentures, and listing of shares. • Gain knowledge about corporate meetings, including statutory, annual general, and extraordinary general meetings, as well as board meetings and resolution-making processes.	
Course outcomes	After successful completion of this course, students are expected to • Understand business organization and environment by defining business and its classification, analyzing industries, commerce, trade, and the internal and external business environment, and evaluating different forms of business organizations. • Comprehend joint stock companies through the definition of joint stock companies and their features, identification of types of companies, understanding the process of company formation, promotion, and incorporation, and examining Memorandum and Articles of Association, alterations, prospectus, and Corporate Social Responsibility (CSR). • Explore corporate capital and financial instruments by defining share capital and its significance, examining different types of shares and debentures, evaluating the merits and demerits of shares, and understanding the process of listing shares. • Gain knowledge of corporate meetings and governance by defining meetings and their purpose, identifying types of meetings such as statutory, annual general, extraordinary general, and board meetings, and analyzing the role of resolutions in corporate governance.	
Unit	Topic Particular	Hours
Unit I	Introduction to Business Organization and Environment • Meaning of business. • Classification of Business. • Industry: types of industry, commerce, trade, aids to trade, meaning, advantages and disadvantages. • Internal environment and external environment: political, economic, social, legal, natural and technological environment • Forms of Business: sole proprietary concerns; meaning; characteristics; advantages and disadvantages. • Partnership firms: meaning; characteristics; advantages and disadvantages; types of partners; LLP. • Cooperative Society: meaning; characteristics; advantages and disadvantages	15

Unit II	Joint Stock Company • Meaning; definition; features. • Types of companies. • Formation of company; Promotion of company. • Incorporation-capital subscription and certificate of commencement of business. • Memorandum of association-Definition-clauses. • Articles of Association-Definition-contents-distinction between MOA & AOA • Alteration of Memorandum of Association and Articles of Association. • Prospectus-meaning contents-statement in lieu of prospectus. • Corporate Social Responsibility	15
Unit III	Corporate Capital • Share capital-meaning • Shares-kinds of share-merits and demerits of shares. • Debentures-meaning features-types-merits and Demerits. • Listing of shares.	15
Unit IV	Corporate Meetings • Meeting-Meaning and Definition. • Types of meeting Statutory meeting, Annual General Meeting, Extraordinary General Meeting. • Board Meeting and Resolution.	15
Study Resources	• Understand business organization and environment by defining business and its classification, analyzing industries, commerce, trade, and the internal and external business environment, and evaluating different forms of business organizations. • Comprehend joint stock companies through the definition of joint stock companies and their features, identification of types of companies, understanding the process of company formation, promotion, and incorporation, and examining Memorandum and Articles of Association, alterations, prospectus, and Corporate Social Responsibility (CSR). • Explore corporate capital and financial instruments by defining share capital and its significance, examining different types of shares and debentures, evaluating the merits and demerits of shares, and understanding the process of listing shares. • Gain knowledge of corporate meetings and governance by defining meetings and their purpose, identifying types of meetings such as statutory, annual general, extraordinary general, and board meetings, and analyzing the role of resolutions in corporate governance.	

BBA-DSC-122: Introduction to Marketing Management - II

DSC-4 Course in BBA

Total Hours: 30

Credits: 2

Course objectives	• Understand the marketing mix and its components, including product, price, place, and promotion, to develop effective marketing strategies. • Explore product-related strategies such as product mix, product line, product life cycle, new product development, and reasons for new product failures. • Gain knowledge of pricing objectives, factors influencing pricing policy, methods of pricing, physical distribution, and factors affecting channel selection. • Comprehend the meaning and significance of promotion, including objectives, personal selling, advertising, and creative elements in advertising.	
Course outcomes	After successful completion of this course, students are expected to • Understand and apply the principles of the marketing mix, including product, price, place, and promotion, to develop effective marketing strategies. • Develop knowledge and skills in pricing, distribution, promotion, and advertising to effectively position and promote products and services. • Analyze and evaluate the process of new product development, branding, and packaging to enhance product appeal and market positioning. • Understand the unique aspects of services marketing and apply the seven P's of services marketing concepts to create effective marketing strategies for service-based businesses.	
Unit	Topic Particulars	Hours
Unit I	Marketing Mix – Product • Meaning of Marketing Mix • Elements of Marketing Mix (Product, Price, Place, Promotion) • Product Mix • Product Line • Product Life Cycle • New Product Development • Reasons for Failure of New Product • Branding • Packaging, Labelling	7
Unit II	Marketing Mix - Price and Distribution • Pricing Objectives • Factors Influencing Pricing Policy • Methods of Pricing • Physical Distribution • Factors Affecting Channel Selection • Types of Marketing Channels	8
Unit III	Marketing Mix – Promotion • Meaning and Significance of Promotion • Objectives of Promotion • Personal Selling (Definition and Nature of Personal Selling, Sales Force Management, Sales Techniques and Strategies) • Advertising (Definition and Types of Advertising, Advertising	7

	Campaigns) • Creative Elements in Advertising (use of creative strategies, including copywriting, visuals, slogans, jingles, and storytelling, to effectively communicate and engage with consumers.)	
Unit IV	Services Marketing • Meaning and Definition of Services • Difference between Goods and Services • Features of Services • Seven P's of Services Marketing (concepts only)	8
Study Resources	• Philip Kotler, Marketing Management, Prentice Hall. • Muninarayanappa. M and Rajkumar. S (2021); Marketing Management, Jayvee International Publications, Bangalore. • Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI, New Delhi • William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill • Bose Biplab, Marketing Management, Himalaya Publishers. • J.C. Gandhi, Marketing Management, Tata McGraw Hill. • Ramesh and Jayanti Prasad: Marketing Management, I.K. International • Sontakki, Marketing Management, Kalyani Publishers. • PN Reddy and Appanniah, Marketing Management • Saxena Rajan, (2017) Marketing Management , Tata Mc Graw - Hill Publishing Company Ltd., New Delhi. Fifth Edition. <i>*Refer to latest editions of the given reference books</i>	

BBA-MIN-123: Fundamentals of Accounting and Costing - II

MIN-2 Course in BBA

Total Hours: 60

Credits: 4

Course objectives	• Understand and apply accounting standards, including disclosure of accounting policies, inventory accounting, depreciation accounting, and property, plant, and equipment accounting. • Develop skills in rectifying errors and applying depreciation accounting methods. • Acquire proficiency in preparing final accounts, including trading and profit & loss accounts, and balance sheets for sole proprietorships. • Gain knowledge in materials and labor management, including inventory pricing methods, labor time recording, labor remuneration methods, and incentive plans.	
Course outcomes	After successful completion of this course, students are expected to • Apply accounting standards effectively and demonstrate understanding of their importance, including specific standards for disclosure of accounting policies, inventory accounting, depreciation accounting, and property, plant, and equipment accounting. • Develop proficiency in identifying and rectifying errors, and apply appropriate methods for calculating and accounting for depreciation. • Acquire practical skills in preparing final accounts for sole proprietorships and recognize their significance for stakeholders. • Gain knowledge in materials and labour management, including inventory pricing methods and labour remuneration methods, and understand the importance of labour in industry.	
Unit	Topic Particular	Hours
Unit I	Introduction to Accounting Standards • Brief review of Accounting Standards in India • Accounting Standards- ○ Concept, ○ Objectives ○ Importance • List of Accounting Standards. • Applications of Accounting Standards ○ AS – 1 Disclosure of Accounting policies. ○ AS – 2 Accounting of Inventories. ○ AS – 6 Depreciation Accounting ○ AS - 10 Property, Plant and Equipment • Introduction to IFRS	15
Unit II	Rectification of Errors and Depreciation Accounting: • Meaning • Types of Errors • Problems on Rectification of Errors Practical Problems • Meaning, Definition and Importance of Depreciation. • Factors of Depreciation. • Methods of Depreciation.	15

	○ Straight Line Method. ○ Written Down Value Method. ○ Difference between Fixed Instalment Method and Written Down Value Method. ● Accounting Treatment for Depreciation.	
Unit III	Preparation of Final Accounts ● Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietor ● Pro-forma of Trading Accounts ● Pro-forma of Profit & Loss Accounts ● Pro-forma of Balance sheet ● Importance of final accounts to the Businessman, Government, Creditors and other stakeholders of Business.	15
Unit IV	Materials and Labour ● Bin Cards, ● Store Ledger Cards ● Inventory Pricing Methods: FIFO, LIFO, Simple Average Method (Simple Practical Problems) ● Importance of Labour in Industry ● Labour Time Recording: Time Keeping & Time Booking ● Meaning of Labour Remuneration, Incentives and Bonus ● Methods of Labour remuneration ● Time Rate, Piece Rate & Differential Piece Rate (Simple Practical Problems) ● Halsey Plan and Rowan Plan. (Simple Practical Problems)	15
Study Resources	● Financial Accounting – Jawaharlal & Shrivastava – S. Chand & Sons ● Accounting for Managers - Vijay Kumar – TMH ● Advanced Accounts, M.C. Shukla, T. S. Grewal & S.C. Gupta, S. Chand & Co Ltd. ● Financial Accounting for Management: By Dr. S. N. Maheshwari (Vikas Publishing House) ● Fundamentals of Accounting: S.K Paul ● Cost Accounting (Methods & Problems), B. K. Bhar, Academic Publisher, Calcutta. <i>*Refer to latest editions of the given reference books</i>	

BBA-SEC-124(A): Business Automation and Presentation Tools-II

SEC-3(A) Course in BBA

Total Hours: 30

Credits: 2

Course objectives	• Understand Tally Prime: ○ Comprehend the role and significance of accounting software. ○ Identify key features and benefits of Tally Prime. ○ Navigate the interface and manage company data effectively. • Master Basic Accounting Concepts: ○ Gain proficiency in ledgers, groups, and vouchers. ○ Apply double-entry bookkeeping principles in Tally Prime. ○ Understand the importance of a well-structured chart of accounts. • Analyze Financial Statements and Perform Financial Analysis: ○ Generate and interpret financial statements using Tally Prime. ○ Utilize Tally Prime for ratio analysis and financial insights. • Utilize Advanced Features and Reports: ○ Perform advanced voucher entry and customization. ○ Manage inventory, perform bank reconciliations, and ensure GST compliance. ○ Customize and generate reports to meet specific business requirements.	
Course outcomes	After successful completion of this course, students are expected to • Demonstrate proficiency in using Tally Prime for accounting and financial management. • Generate and interpret financial statements accurately using Tally Prime. • Utilize advanced features of Tally Prime for efficient business management. • Apply critical thinking and problem-solving skills in practical scenarios using Tally Prime.	
Unit	Topic Particulars	Hours
Unit I	Introduction to Tally Prime • Understanding the concept of accounting software • Features and benefits of Tally Prime • Navigation and interface overview • Creating and managing company data • Security and data backup	7
Unit II	Basic Accounting Concepts • Introduction to accounting principles • Understanding ledgers, groups, and vouchers • Chart of accounts and its significance • Double-entry bookkeeping • Recording transactions in Tally Prime	8
Unit III	Financial Statements and Analysis • Introduction to financial statements (Income Statement, Balance Sheet, Cash Flow Statement) • Generating and interpreting financial statements in Tally Prime • Ratio analysis and its importance • Using Tally Prime for financial analysis	7

Unit IV	Advanced Features and Reports • Advanced voucher entry and customization • Inventory management and stock valuation • Bank reconciliation in Tally Prime • GST compliance and reports • Customizing and generating various reports in Tally Prime	8
Study Resources	• Tally with GST –A Kumar & V Mishra • Tally.ERP for GST–Vishnu P Sing • Tally ERP with GST in Simple steps DT Editorial Services <i>*Refer to latest editions of the given reference books</i>	

BBA-SEC-124(B): Personality Development -II

SEC-3(B) Course in BBA

Total Hours: 30

Credits: 2

Course objectives	• To develop an individual branding and professional etiquette. • To understand the importance of an Interview and its role in personality development. • To aware the various tools and process to handle the stress and uses of mindfulness. • To get fair idea about the time management and its uses in daily life.	
Course outcomes	After successful completion of this course, students are expected to • Understand significance of Personal Branding and Professional Etiquette. • To understand the value of interview tools and Interview Etiquette and Protocol. • To get an idea about stress management and mitigation tools and techniques. • To understand the concept and uses of time management.	
Unit	Topic Particulars	Hours
Unit I	Personal Branding and Professional Etiquette • Introduction to Personal Branding. ○ Understanding personal branding and its importance in the professional world. ○ Assessing personal strengths, values, and goals ○ Defining target audience and identifying personal brand attributes • Building an Online Presence; ○ Utilizing social media platforms for personal branding ○ Creating and optimizing professional profiles on LinkedIn and other relevant platforms ○ Managing online reputation and addressing digital footprint.	7
Unit II	Interview Etiquette and Protocol • Basic of Interview Etiquette ○ Understanding the importance of interview etiquette and protocol ○ Differentiating between different types of interviews (in-person, phone, video) ○ Resume and cover letter preparation. ○ Researching common interview questions and practicing responses. • Introduction to grooming ○ Understanding appropriate attire for different types of interviews and industries. ○ Selecting professional accessories and grooming tips for all genders Enhancing emotional intelligence ○ Understanding the impact of body language, posture, gestures, and eye contact.	8

Unit III	Mindfulness and Stress Management Introduction and Concepts • Understanding the impact of stress on physical and mental well-being • Stress management and resilience • Practicing mindfulness to enhance self-awareness and focus • Balancing work, personal life, and self-care practices. • Managing stress.	7
Unit IV	Personal Effectiveness and Time Management Introduction to Personal Effectiveness and Time Management. • Advanced techniques for effective goal-setting and time management. • Prioritizing tasks and managing multiple responsibilities • Time management and prioritization • Enhancing personal productivity and efficiency. • Developing strategies for overcoming procrastination and managing distractions.	8
Study Resources	• "Personality Development and Soft Skills" by Barun K. Mitra • "Personality Development and Soft Skills" by Nirmala Jain • "Personality Development and Soft Skills" by B.K. Jain • "Personality Development and Communication Skills" by Pallavi Singh • "Personality Development and Soft Skills" by M. K. Kamlesh • "Personality Development and Soft Skills" by B. S. Raghavan <i>*Refer to latest editions of the given reference books</i>	

BBA-SEC-125(A): Practical on Business Automation and Presentation

Tools -II

SEC-4(A) Course in BBA

Total Hours: 30

Credits: 1

Course objectives	• Develop proficiency in using Tally Prime for accounting and financial management. • Apply basic accounting principles and accurately record transactions in Tally Prime. • Analyze financial data and generate comprehensive financial statements using Tally Prime. • Utilize advanced features and reporting capabilities of Tally Prime for efficient business management.	
Course outcomes	By the end of the course the students will be better able - • Demonstrate proficiency in using Tally Prime for company setup, transaction recording, and financial management. • Generate accurate financial statements in Tally Prime and interpret them to assess business performance. • Apply ratio analysis techniques using Tally Prime's data to evaluate the financial health and performance of a business. • Utilize advanced features of Tally Prime for inventory management, bank reconciliation, and GST compliance.	
	Practical	Hours
1	Setting Up a Company in Tally Prime • Create a new company in Tally Prime. • Set up company details, including financial year, currency, and taxation settings. • Explore security and data backup options.	30
2	Recording Basic Transactions • Create ledger accounts for different types of transactions. • Record various transactions, such as sales, purchases, expenses, and payments, using vouchers in Tally Prime.	
3	Chart of Accounts and Grouping • Design and implement a chart of accounts tailored to a specific business. • Create groups and subgroups for efficient ledger management in Tally Prime.	
4	Financial Statement Generation • Generate an Income Statement, Balance Sheet, and Cash Flow Statement in Tally Prime. • Analyze and interpret the financial statements to gain insights into the business's financial performance.	
5	Ratio Analysis • Calculate key financial ratios, such as liquidity ratios, profitability ratios, and solvency ratios, using financial data in Tally Prime. • Interpret the ratios to evaluate the business's financial health and performance.	

6	Advanced Voucher Entry and Customization - Practice advanced voucher entry techniques, such as multi-currency transactions, stock transfers, and reverse entries. - Customize voucher templates to suit specific business requirements in Tally Prime.	
7	Inventory Management and Stock Valuation - Set up inventory items and stock groups in Tally Prime. - Record and manage stock transactions, including purchases, sales, and stock transfers. - Perform stock valuation using different methods, such as FIFO or weighted average.	
8	Bank Reconciliation - Perform bank reconciliation in Tally Prime by comparing bank statements with Tally Prime records. - Identify and resolve discrepancies between the bank statement and Tally Prime data.	
9	GST Compliance and Reporting - Configure GST settings in Tally Prime as per applicable regulations. - Generate GST reports, including GSTR-1 and GSTR-3B, in Tally Prime. - Ensure accurate GST compliance by reconciling GST data in Tally Prime with external records.	

BBA-SEC-125(B): Practical on Personality Development -II

SEC-4(B) Course in BBA

Total Hours: 30

Credits: 1

Course objectives	• Learn how to create and optimize a LinkedIn profile to effectively showcase skills, experiences, and professional achievement • Conduct a thorough SWOT analysis to identify personal strengths, weaknesses, opportunities, and threats, and use the findings to strategically build a unique personal brand. • Gain proficiency in creating a well-structured resume/CV and cover letter tailored to specific job opportunities, using Gmail for professional correspondence. • Acquire skills in creating and delivering a concise, compelling self-introductory video for LinkedIn, and enhance verbal communication abilities for mock interviews and oral presentations.	
Course outcomes	By the end of the course the students will– • Be able to create and optimize a comprehensive LinkedIn profile, highlighting key skills, experiences, and achievements to present a strong online professional image. • To develop the ability to conduct a SWOT analysis, identify personal strengths and weaknesses, and use this self-awareness to strategically build and promote a unique personal brand. • Gain proficiency in crafting effective resumes/CVs and cover letters tailored to specific job opportunities, utilizing Gmail for professional communication. • Enhance their communication skills through the creation and delivery of a concise self-introductory video on LinkedIn, and further develop their verbal communication abilities for mock interviews and oral presentations, fostering effective networking and communication in a professional context.	
	Practical	Hours
1.	Creating professional profiles on available sources.	30
2.	Open an account on LinkedIn and present it into the classroom.	
3.	Make personal SWOT analysis.	
4.	Write personal strong points which will help to create brand attributes.	
5.	Create personal resume/CV.	
6.	Create professional cover letter with the help of gmail.	
7.	Shoot short personal self-introductory video and upload it on LinkedIn.	
8.	Write down the tools or daily techniques you used to mitigate the stress in your daily life.	
9.	Make self-awareness book and present it into the oral exam.	
10.	Preparation for mock-interview.	
11.	Attend at least on seminar/workshop about personality development and write down the points which are understand/ or its usefulness.	