



St. Paul Institute of Professional Studies, Indore
 An Autonomous Institute Affiliated to Devi Ahilya Vishwavidhyalaya, Indore
 Accredited by NAAC with 'A' Grade
 Phone No. 0731-2499911, 49661355, 4961356
 E-mail: info@spipsindore.ac.in, Website: www.spipsindore.com



Part A Introduction		
Program: Certificate/Diploma/Degree	Class: BBA I Year	Session:2024-2025
Subject: Business Management		
1	Course Code	BB-101
2	Course Title	Business Management
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	Core Course
4	Pre-requisite (if any)	Not Required (Open for All)
5	Course Learning outcomes (CLO)	<p>Student will be able to assess</p> <p>1-The global context for planning, coordinating, and monitoring managerial behaviour.</p> <p>2-Through various planning and decision-making techniques, students can learn about how businesses ensure to remain in a competitive market.</p> <p>3-Students will understand various forms of organizational structures and their importance.</p> <p>4-Students can learn about various strategies used by businesses to maintain and improve employee efficiency.</p> <p>5-Students will be able to understand how organizations use different leadership styles to stay globally competitive.</p>
6	Credit Value	6
7	Total Marks	Max. Marks: 30+70 Min. Passing Marks:35

MS *Gabo* *Sachin* *Madhavi* *Murli* *Deshpande*


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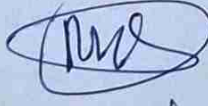
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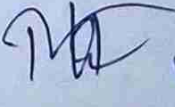
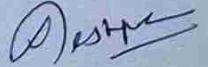


Part B- Content of the Course		
Total No. of Lectures- (in hours per week): 6 Hours		L-T-P: 90
Unit	Topics	No. of Lectures
1	Management in Indian Culture and Tradition, Definition and Meaning of Management, Functions and Responsibilities of Management, Role of manager, Principles of Management. School & Thoughts of Management. Business Ethics and Corporate Social Responsibility	18
2	Planning: Process, Types and Significance, Planning and Forecasting Objective, Strategies and Policies, MBO. Decision Making: Process & Significance, Formulation of Plans and Strategies, Planning for Start-ups'.	18
3	Organization: Nature and Purpose of organization. Importance and process of Organization. Departmentalization, Span of management, Organizational structures: types and relevance, Line and Staff relationship.	18
4	Authority- Delegation, Decentralization, - Difference between Authority and Power, - Responsibility, Recruitment- Sources, Selection, Training, Direction - Concept, Nature, Importance and Purpose.	18
5	Leadership: Meaning, Importance, Types of Leadership, Leadership Styles, Motivation: Types & significance, Maslow's Need Hierarchy, Theory X & Y of Motivation. Controlling: Introduction and steps, An overview of Strategic Management, SWOT Analysis, Strategic Analysis, Alternative-Choice & Evaluation. Future Management- Challenges and Skills	18


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Part C-Learning Resources	
Text Books, Reference Books, Other resources	
Suggested Readings:	
<ul style="list-style-type: none"> • Management — James A.F. Stoner, R. Edward Freeman-Pearson Prentice Hall-6th Edition • Principles of Management — PC Tripathi & PN Reddy — TMH — 5th Edition - 2012 • Koontz D and Wellich: Management, International Student Edition, Tokyo 1980. • R.D. Agrawal: Organization & Management MC Graw Hill, New Delhi 1982. • Newman and Warran: The Process of Management: Concepts, Behaviour and Practices, PHI. • S. M. Shukla: Principles of Management, Sahitya Bhawan, Agra (UP) (Latest Edition). (Hindi and English Medium). • Dr. Rajeev Kumar Jhalani & Dr. Yogita Chandel, Principles of Management, Devi Ahilya Prakashan, Indore (Hindi Medium) • Dr. C. M. Mehta, Business Organization, Ram Prasad and Sons, Bhopal. (Hindi Medium) 	
Suggested web links:	
https://www.dphu.org/uploads/attachements/books/books_5284_0.pdf https://education.stateuniversity.com/pages/cwlev9e9ib/An-Introduction-to-the-Principles-of-Management.html	
Suggested equivalent online courses:	

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100		
Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment:	Class Test	30
Continuous Comprehensive Evaluation (CCE):30	Assignment/Presentation	
	E-quiz	
External Assessment: University Exam Section: 70 Time: 03.00 Hours	Section(A): Six Very Short Questions	06 x 01 = 06
	Section (B): Five Short Questions	05 x 08 = 40
	Section (C): Two Long Questions	02 x 12 = 24 Total 70

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PART A- Introduction

Program: Certificate/Diploma/Degree		Class: BBA I Year	Session: 2024-2025
Subject: Communication Skills			
1	Course Code	BB-102	
2	Course Title	Communication Skills	
3	Course Type	Core Course	
4	Pre-Requisite	Not Required (Open for All)	
5	Course Learning Outcomes	<ol style="list-style-type: none">1. To make the students adept at handling issues related to communication in and outside the workplace.2. Students can learn and practice group communication skills and how to respond in discussions, interviews, conferences.3. Students can learn non-verbal communication, listening and organizational culture.4. Students can be equipped with knowledge of professional communication through the basic principles of writing professional papers and other documents.5. To develop and refine communication skills that enable effective and clear interactions in diverse global contexts, enhancing personal and professional relationships worldwide.	
7	Credit value	6	
8	Total Marks	Max. Marks: 30+70	Min. Passing Marks: 35

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PART B- Content of the Course

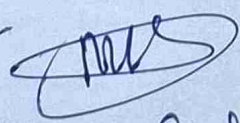
Total no. of Lectures (in hours per week): - 6

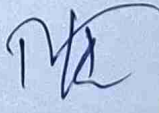
Total Lectures: - 90

Unit	Topic	No. of Lectures
I	Historical background of Communication, Definition and Process of Communication, Essentials of Effective Communication, Barriers to Communication, Role of Communication in Organizational Effectiveness.	18
II	Public Speech - Composition Principles, Speech Delivering Skills, Group Discussion: Do's and Don'ts of Group Discussion, Communication in Committees, Seminars and Conference.	18
III	Non-Verbal Communication: Meaning, types and Importance, Listening, Difference between Listening and Hearing.	18
IV	Business Correspondence, Essentials of Effective Business Correspondence, Structure of Business Letter, Types of Business Letter: Enquiry, Reply, Orders, Complaints and Circular Letter. Drafting of Notices, Agendas, Minutes, Job Application Letters, Preparation of Curriculum Vitae.	18
V	Personality and Communication, Effective negotiation: elements, process and general guidelines, Intercultural communication	18


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PART C- Learning Resources

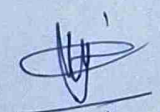
Textbooks/ Reference Books:


1. Ace of Soft Skills Attitude Communication and Etiquette for Success by Gopaldaswamy Ramesh, Pearson India
2. Rao N. and Das R. P., Communication Skills, Himalaya Publishing House, Mumbai. Mehta D. & Mehta N. K., A Handbook of Communication Skills Practices, Radhub., New Delhi.
3. Sinha K.K., Business Communication, Galgotia Publishing House, New Delhi.
4. Murphy A. & Peck Charles E., Effective Business Communication, Tata McGraw Hill, New Delhi.
5. Dr. Praveen Kumar Agrawal & Dr. Avineesh Kumar Mishra, Communication Skills, Sahitya Bhawan, Agra (Hindi Medium)

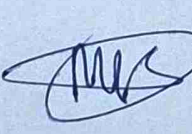
Suggested Digital Platforms, Web Links:

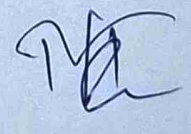
1. https://www.google.co.in/books/edition/Business_Communication_Skills/WTvaEAAAQBAJ?hl=en&gbpv=1&dq=communication+skills+BBA&printsec=frontcover

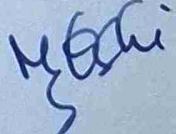
Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods: Maximum Marks: 100 Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks		
Internal Assessment: Continuous Comprehensive Evaluation (CCE):30	Class Test Assignment/Presentation E-quiz	30
External Assessment: University Exam Section: 70 Time : 03.00 Hours	Section(A) : Six Very Short Questions	06 x 01 = 06
	Section (B) : Five Short Questions	05 x 08 = 40
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 Gaurav
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 Deshpande


 Mehta



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PART A- Introduction

Program: Certificate/Diploma/Degree		Class: BBA I Year	Session: 2024-25
Subject: Business Statistics			
1	Course Code	BB-103	
2	Course Title	Business Statistics	
3	Course Type	Minor	
4	Pre-Requisite	Not Required (Open for All)	
5	Course Learning Outcomes	1-Statistical Research Tools will increase student's ability to understand how to perform social research. 2-Students will be equipped with knowledge about analyzing professional reports and will be able to make decisions based on the reports analyzed. 3-Students will learn about Quantization, analysis of performance relationship. 4- Enhancement of Local and Global statistical proficiency.	
7	Credit value	6	
8	Total Marks	Max. Marks: 30+70	Min. Passing Marks: 35

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Total Lectures: - 90

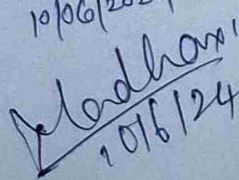
Unit	Topic	No. of Lectures
I	Fundamentals of Statistics: Meaning and Definition of Statistics, Statistical Investigations, Laws of Statistics, Scope of Statistics, Limitations of Statistics. Applications of Statistics in various fields.	15
II	Data Collection and Presentation: Collection of Data, Primary and Secondary Data, Presentation of Data, Frequency Distribution.	15
III	Descriptive Statistics: Measures of Central Tendencies: Mean, Median, Mode, Geometric Mean, Harmonic Mean, Weighted Mean, Practical exercises and real-world applications, Application review and integration of concepts.	20
IV	Measure of Variation: Standard Deviation, Mean Deviation, Coefficient of Variation, Skewness, Time Series Analysis.	20
V	Statistical Analysis Techniques: Correlation Analysis, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Regression, Lines of Regression, Index Number, Comprehensive assessment, and evaluation.	20

PART C- Learning Resources

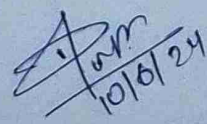
Textbooks/ Reference Books:

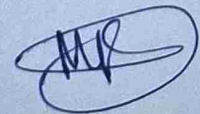
- Fundamentals of Statistics, S.C. Gupta, Himalaya Publishing House
- Basic Business Statistics: Concepts and Applications, Berenson and Levine, Pearson Education.
- Business Statistics, N. D. Vohra, TATA McGraw Hill.
- D.N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad
- Gupta, S.P.: Business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

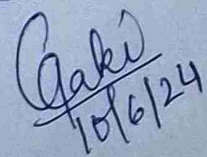

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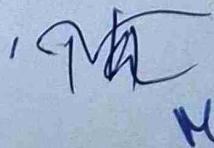

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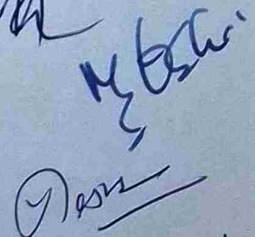



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Suggested web links:

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- <https://theintactone.com/2019/02/10/qt-u1-topic-1-statistics-definition-importance-limitation/>
- <https://flexbooks.ck12.org/cbook/ck-12-cbse-math-class/section/14.2/primary/lesson/collection-and-presentation-of-data/>
- <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
- <https://ebooks.inflibnet.ac.in/mgmt15/chapter/ccorrelation-karl-pearsons-coefficient-of-correlation-spearman-rank-correlation-ar/>

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