COURSE STRUCTURE FOR BBA

SECOND SEMESTER

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | A. |  | THEORY |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | CODE |  |  |  |  | THEORY |  |  | CONTACTS |  |  |
| SL. |  |  |  |  |  |  |  |  |  |  | (PERIODS/WEEK) | CREDITS |
| NO |  |  |  |  |  |  |  |  |  | L |  | T | P |  | TOT |  |
| . |  |  |  |  |  |  |  |  |  |  |  |  |  |  | AL |  |
| 1 |  | BBH 202 |  |  | Business Communication | 3 |  | 1 |  |  | 4 | 4 |
| 2 |  | BBA 201 |  |  | Basics of Trade, Industry & | 3 |  | 1 |  |  | 4 | 4 |
|  |  |  |  |  |  |  | Commerce |  |  |  |  |  |  |  |
| 3 |  | BBA 203 |  |  | Organisational Behaviour | 3 |  | 1 |  |  | 4 | 4 |
| 4 |  | BBA 205 |  |  | Business Environment | 3 |  | 1 |  |  | 4 | 4 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5 |  | BBM 204 |  |  | Statistics | 3 |  | 1 |  |  | 4 | 4 |
| 6 |  | BBA 206 |  |  | Environment & Ecology | 3 |  |  |  |  | 3 | 3 |
|  |  |  |  |  |  |  |  |  | Total of Theory |  |  |  |  |  | 23 | 23 |
|  | B. PRACTICAL |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 |  | BBC 295 |  |  | Software Lab |  |  |  | 3 |  | 3 | 1.5 |
|  | C. SESSIONALS |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 |  | BBH 292 |  |  | Public Speaking on Assigned |  |  |  | 3 |  | 3 | 1.5 |
|  |  |  |  |  |  |  | Topic |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  | Total of Practical |  |  |  |  |  | 3 | 3 |
|  |  |  |  |  | Total of Semester |  |  |  | 29 |  |  | 26 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Title of Course: Business Communication**

**Course Code: BBH202**

**L-T Scheme: 3-1 Course Credits: 4**

**Introduction:**

This course teaches the students on the Basic English communication within a workplace. It talks about the varied ways of communication in forms of Verbal, nonverbal and written.

• Business communication

• Verbal, Non-verbal Communication

• Written Communication

• Barriers of Communication

• How to overcome barriers of communication

• Report writing

• Internal communication

• External communication

**Objectives:**

The objective includes teaching students in the different forms of verbal and non-verbal communication and how to overcome barriers. This module further teaches how to carry on with different forms of internal and external communication within a workplace.

**Learning Outcomes:**

**Knowledge:**

1. Understand the theory and logic behind the forms of communication.
2. Analyzing the factors responsible for poor communication
3. Communication channels and how they help to improve
4. Become more efficient in terms of workplace communication
5. Handling different forms of written communication
6. Learn to use tools properly to execute work at workplace.
7. Reports, Memos and MOMs with their proper utilization.

**Course Contents:**

**Unit 1 : Verbal Communication** – Target group profile, Barriers of Communication, Listening, Feedback Presentation Skills, Use of Aids, Public Speaking, Practice Presentation, Non Verbal Communication

**Written Communication** – Stages of Writing, Composing Business Messages, Preparing Notes, Style, Punctuation, Using simple words, Proof Reading

**Report Writing** – Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration

**Unit 2 : Internal Communication –** Circulars, Notices, Memos, Agenda and Minutes

**External Communication –** Resume/CV, Using Facsimiles (Fax), Electronic Main, Handling Mail

**Writing Business Letters** – Formats, Styles Types – Request, Enquiry, Placing Order, Instruction, Action, Complaint, Adjustment, Sales, Reference, Good News & Bad News, Acknowledgement

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Title of Course: Basics of Trade, Industry and Commerce**

**Course Code: BBA201**

**L-T Scheme: 3-1 Course Credits: 4**

**Introduction:**

The objective of the course is to facilitate the students in understanding the functions and responsibilities of a manager, provide them tools and techniques to be used in the performance of manager's job and enable them to analyze and understand the environment of the organization.

**Learning Outcomes:**

**Knowledge:**

The Students will be able to

1. Define the concepts of Management and discuss why it is needed in an Organization

2. Explain the basic facts and procedures required for managing an organization effectively.

**Unit 1 Origin and Evolution of Business:** Distinct phases of evolution of Business; Evolution of Business in India; Role of Business in economic and social development; Economic development and location of Business enterprises. Meaning and characteristics of Business; Objectives of Business; classification of Business;

subdivision of Industry; sub-division of Commerce; sub-division of Trade; Interconnection between industry, commerce and Trade Business motivation, requisites of a successful Business

 **Unit 2 Forms of Business Organization:** Sole Proprietorship: Meaning, Characteristics, Merits and Demerits

 Partnership: Meaning, Characteristics, Types of partner and partnership, Merits and Demerit

 **Unit 3 Corporate Firm:** Definition, Characteristics, Merits and Demerits, Classification of company, Launching an enterprise, Nature and problems of company Management, organs of company Management, Functions of board of directors. Organized and unorganized sectors; corporate sectors in India.

 **Unit 4 State and Business:** Relationship between state and Business – commercial policy, Fiscal policy, Industrial policy. Regulation of Business by state.

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 **Unit 5 Corporate Governance**: Nature of Corporate Governance; The Context; Factors influencing Corporate Governance- Ownership Structure, Structure of Company Boards, Financial Structure, institutional Environment. Mechanisms of Corporate Governance- Companies Act, Securities Law, Nominees on Company Boards, Statutory Audit, Code of Conduct. The Future.

 **Books**: 1.BO and Principles of Management, A. Roy, TMH

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Title of Course: Organizational Behavior**

**Course Code: BBA203**

**L-T Scheme: 3-1 Course Credits: 4**

**Introduction:**

This course helps students to learn about the intricacies of work and politics within an organization. The basic outcome of this course would be:

• To understand the term organization

• To understand how it works in professional field.

• To brush up skills that will lead to success

• To understand Leadership

• To learn theories that will help to relate

• To handle stress

• To avoid conflicts

• To understand the basics of workplace and beyond.

**Objectives:**

Students in this course learn to get accustomed to workplace and they understand how to keep going in this world called profession. This course teaches them to be more confident and the theories which talks about the basic survival within the professional world.

**Learning Outcomes:**

**Knowledge:**

1. Learning about organization
2. Personality development
3. Job satisfaction and factors responsible for the same
4. Motivation theories
5. Group behavior
6. Communication process
7. Organizational politics
8. Handling stress

**Course Contents:**

**Unit 1**: Organizational Behaviour: Definition, Importance, Historical Background, Fundamental Concepts of OB, Challenges and Opportunities for OB. Personality and Attitudes: Meaning of personality, Personality Determinants and Traits, Development of Personality, Types of Attitudes, Job Satisfaction. Perception: Definition, Nature and Importance, Factors influencing Perception, Perceptual Selectivity, Link between Perception and Decision Making. Motivation: Definition, Theories of Motivation Maslow’s Hierarchy of Needs Theory, McGregor’s Theory X & Y, Herzberg’s Motivation-Hygiene Theory, Alderfer’s ERG Theory, McClelland’s Theory of Needs, Vroom’s Expectancy Theory

**Unit 2:**  Group Behaviour: Characteristics of Group, Types of Groups, Stages of Group Development, Group Decision Making. Communication: Communication Process, Direction of Communication, Barriers to Effective Communication. Leadership: Definition, Importance, Theories of Leadership Styles.

**Unit 3:** Organizational Politics: Definition, Factors contributing to Political Behaviour. Conflict Management: Traditional vis-a-vis Modern View of Conflict, Functional and Dysfunctional Conflict, Conflict Process, Negotiation – Bargaining Strategies, Negotiation Process.

**Unit 4:** Organizational Design: Various Organizational Structures and their Effects on Human Behaviour, Concepts of Organizational Climate and Organizational Culture.

**Text Books** Robbins, S. P. & Judge, T.A.: Organizational Behavior, Pearson Education, 15th Edn.

Resources, PHI, 10th Edn.

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Title of Course: Business Environment**

**Course Code: BBA205**

**L-T Scheme: 3-1 Course Credits: 4**

**Course Objectives:**

The objective of the course is to enable the student grasp the sense of Business happening in the International Arena, familiarize with the terminologies connected to global business & understand the various methods, tools and techniques in Business.

**Course Outcome**:

The students will be able to

1. Identify and understand the complexities of business.

2. Analyze current business environment and future opportunities and risks for international business activities.

4. Develop suitable strategies to face global competition.

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**Unit 1: Introduction to Business Environment:** Concepts, Significance of study, process of environmental analysis, limitations of environmental analysis, Organization for analysis.

Political environment: meaning, constitution of India, role of legislature, judiciary, executive.

Economic environment – meaning, economic System, economic planning, industry-agriculture- labor-national and per capita income and other macro-economic factors

**Unit 2: Industrial policy and licensing:** The meaning of Industrial policy, Industrial policy. Industrial

policy resolution 1956, Industrial policy statement 1977 & 1980; New Industrial policy 1991;

small-scale sector Industrial policy

 **Unit Monopolies and Restrictive** **:** Trade Practices Act (MRTP ACT) 1969 objectives, amendment, MRTP commission monopolistic, Restrictive and Unfair Trade Practices.

Technological environment: meaning, technological factors, influencing Business Technological policy of the Government. Social and cultural environment: culture, meaning, impact of culture on Business Natural environment: meaning and influence on Business

**Unit 4 :Global environment:** Nature of globalization, Manifestation & globalization, definition of MNC, origin of MNC; Benefits of MNCs; Harmful effects of MNCs; MNCs in India; challenges of

international Business. Foreign Capital: the need for foreign capital, forms of foreign capital, advantages of foreign direct investments, Indian Government policy towards foreign capital, inflows of foreign

investment to India in recent years..

**Unit 5 Functions of WTO,** Difference between GATT & WTO, Final act, Implications for India- Arguments for joining WTO, Arguments against joining WTO.

Industrial sickness: Magnitude of industrial sickness, Definition of sickness, kinds of sickness

and there causes, remedial measures, the sick industrial companies (special provisions) Bill 1997, Exit policy.

**Books:**

1. Business Environment, Raj Agarwal, EXCEL BOOKS

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Title of Course: Statistics Course Credits: 4**

**CourseCode: BBM204**

**Course Credits: 4**

**Introduction**: The goal of this course is to provide a very common simple

Intuition enables one to make right decisions and especially show how mathematics is applied to solve.

**Course Outcome**:

The students will be able to

1. Identify and understand the complexities of business.

2. Analyze current business environment and future opportunities and risks for international business activities.

**Unit 1: Data collection, classification and tabulation.**

Graphical and diagrammatic representation of statistical data.

Frequency distribution and measurement of mean, median, mode, quartiles, range mean deviation and standard deviation.

Correlation and regression: Karl pearsons co-efficient of correlation. Rank correlation. Least

square principles of estimating regression lines and regression co-efficient and their applications.

**Unit 2 : Probability Distributions:** Discreet Random variables, mean and variance of a probability

Distribution lane of large number, central limit theorem, binomial distribution, Poisson

distribution, Poisson approximation to binomial distribution.

Testing of statistical hypothesis, F-test, T-Test, x2 – Test.

Books:

1.Statistics for Management, Beri, TMH

2.Business Mathematics & Statistics,A.P. Verma, ASIAN BOOKS

3.Basic Statistics, B.L.Agarwal, New Age International

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Title of Course: Environment & Ecology**

**Course Code: BBA206**

**L-T Scheme: 2-1 Course Credits: 3**

**Introduction:**

This course introduces the basic principles behind the environmental phenomena and how anthropogenic activities are affecting those environmental processes. The different administrative measures taken to safeguard our environment are also discussed in this course. The Topics to be covered (tentatively) include:

• Ecology

• Air pollution and control

• Water Pollution and Control

• Land Pollution

• Noise Pollution

• Environmental Management

**Objectives:**

In this course we will study about the pattern of growing human population and its effect on the planet. We will be familiarizing with the consequences of anthropogenic activities and measures to mitigate their harmful effects. We will learn about the mechanism behind the global issues like global warming, acid rain, water pollution, etc.

**Learning Outcomes:**

**Knowledge:**

1. To introduce the patterns of population growth and associated problems.

2. To familiarise with the cause, effect and control measures of various human made degrading processes.

3. To enable the students to know the mechanism behind the devices to control pollution.

4. To familiarise with administrative laws to mitigate various environmental problems.

**Application:**

1. To understand the problems associated with pollution

2. To familiarise with the global environmental issues.

3. To understand the principles behind various control devices.

4. To understand and comply with the various government environmental laws.

**Unit1 : General Brief discussion on the components of the environment,** Effect of environmental degradation with example and effect on population.

Brief outline of the Environment (Protection) Act 1986 should be discussed including effect on

companies, contravention, penalties and return requirement.

**Unit 2: Relevance of environment legislation to Business Enterprise.** Legislation vs. Social obligation of business. Role of NGO’s like green peace in Environmental protection.

Ecology

**Unit 3: Brief outline on Elements of Ecology;** brief discussion on Ecological balance and consequences of change, principles of environmental impact assessment. Environmental Impact Assessment report (EIA) and requirement of EIA for startup manufacturing Enterprise.

**Unit 4: Air Pollution and Control**

Brief outline of Atmospheric composition, Brief understanding of energy balance, climate,

weather, dispersion. Sources and effects of pollutants in the industrial context, primary and

secondary pollutants, green house effect, depletion of ozone layer, standards and control

measures required by industry in compliance to The Air (Prevention and Control of Pollution)

Act 1989.

**Unit 5 : Water Pollution and Control**

Brief Discussion on Hydrosphere, natural water, pollutants: their origin and effects,

river/lake/ground water pollution, The financial implication of water pollution control and steps

required to be taken by industry e.g. Sewerage treatment plant, water treatment plant. Standards

and control in relation to the effect of legislation by Central and State Boards for prevention and

control of Water Pollution.

**Unit 6 : Land Pollution**

Brief understanding of lithosphere, pollutants(muncicipal,industrial,commercial,agricultural,hazardous solid waste); their original

effects, collection and disposal of solid waste, recovery & conversion methods in relation to an

industrial enterprise with discussion about the financial implication in a business enterprise.

Books:

1. Environmental Science, Cunningham, TMH

2. Environmental Studies, A.K.De & A.K.De, New Age International

3. Environmental Pollution Control Engineering, C.S.Rao, New Age International

4. Environmental Management, N.K. Oberoi, EXCEL BOOKS

**Text Books**

1. Gourkrishna Damohapatra, Basic Environmental Engineering and Elementary Biology, Vikas publishing.

**References**

1. A.K. De, Environmental Chemistry, New Age International.

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Title of Course: Software Lab**

**Course Code: BBC295**

**L-T-P scheme: 0-0-3 Course Credit: 2**

**Objectives:**

The main objectives of Software Lab course are to familiarize with basic operations of:

i) Operating systems such as Windows and Linux.

ii) Word Processor such as Open Office and MSWord.

iii) Workbook, worksheet, graphics and Spreadsheets.

iv) PowerPoint including animation and sounds.

v) Address book, Spam and Filtering in E-mail.

vi) Browsing, Search, Discussion forum and Wiki’s.

**Learning Outcomes:** The students will have a detailed knowledge of the concepts of MS-Office, Word, Excel, Access, and PowerPoint. The students will also get the basic knowledge of Programming in C.

**Course Contents:**

**Exercises that must be done in this course are listed below:**

Exercise No. 1: Write all the shortcut key of Microsoft office.

Exercise No. 2: Create your own resume with the help of Microsoft office 2007.

Exercise No.3: Use given excel table and perform following operations %, count, sum, average, if-else condition.

Exercise No. 4: Write down all the steps to create slide in power point presentation.

Exercise No. 5: Prepare a slide that advertises aerial tours over the city.

Exercise No. 6: Prepare slide “Learn to Ride”.

Exercise No. 7: Perform following task in system with Microsoft office:- Using the AutoContent Wizard, Save and open a presentation. Check spellings, Delete, Move, and Insert slides, Size and move placeholders, Run a slide show, Change Fonts and Formatting, Inserting clips and clip art. Create and Enhance a Table, create folder, change desktop wallpaper, change screen size, change time and date

Exercise No. 8: WAP in C to print “hello world”

Exercise No. 9: WAP in C to perform all the operations of a calculator

Exercise No. 10: WAP in C to check whether a number is even or odd

Exercise No. 11: WAP in C to check whether a number is greater than the other and store the greater number in a variable ‘max’.

Exercise No. 12: WAP in C to check the largest among three numbers.

**Text Book:**

1. Ramesh Bangia, PC Software Made Easy (Sixteen-in-one), KHANNA BOOK PUBLISHING.

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Title of Course: Seminar**

 **Course Code: BBH292**

 **L-T –P Scheme: 0-0-3 Course Credits: 1.5**

**Course Description & Objectives:**

1. **Understand** the history of medical research and bioethics related to the HeLa cells.   Understand the diverse social and economic, racial and gender contexts within which Henrietta Lacks lived and died.  Understand the themes of this seminar.  Appreciate the legacy and implications of these medical, ethical and social understandings on today’s society.
2. **Identify**, understand and discuss current, real-world issues.
3. **Distinguish**and **integrate** differing forms of knowledge and academic disciplinary approaches (e.g., humanities and sciences) with that of the student’s own academic discipline (e.g., in agriculture, architecture, art, business, economics, education, engineering, natural resources, etc.). And apply a **multidisciplinary strategy** to address current, real-world **issues**.
4. Improve oral and written**communication** skills.
5. Explore an appreciation of the **self** in relation to its larger diverse social and academic contexts.
6. Apply principles of **ethics** and **respect** in interaction with others.

**Course Outcomes:**

After the completion of this course, the student should be able to:

1. **Learn and integrate.**  **Through independent learning and collaborative study, attain, use, and** **develop knowledge** in the arts, humanities, sciences, and social sciences, with disciplinary specialization and the ability to integrate information across disciplines.
2. Use multiple thinking strategies to **examine real-world issues**, **explore creative avenues of expression**, **solve problems, and make consequential decisions**
3. **Learn and integrate.** Communicate**.**Acquire, articulate, create and convey intended meaning using **verbal** and **non-verbal method of communication** that demonstrates respect and understanding in a complex society.
4. Use multiple thinking strategies to examine **real-world issues**, **explore creative avenues of expression**, **solve problems, and make consequential decisions.**
5. **Clarify purpose and perspective.**Explore **one’s life purpose and meaning** through transformational experiences that foster an understanding of**self**, **relationships**, and **diverse global perspectives**.
6. **ractice citizenship.**Apply principles of **ethical** leadership, **collaborative engagement**, **socially responsible behavior**, **respect for diversity** in an interdependent world, and a service-oriented commitment to advance and sustain local and **global communities**.