

BBA Semester II (Syllabus)

BBA: 201-BUSINESS COMMUNICATION

Unit I : Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 C's.

Unit II : Barriers to Communication, Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, , Mal-functions of communication, Business Etiquettes,

Unit III : Forms of Business Communication, Written Communication, Oral Communication, Non verbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management.

Unit IV:

Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing.

BBA 202 BUSINESS STATISTICS

Unit I: Definition of statistics: Primary and secondary data, classification and tabulation of data. Measures of central tendency- Arithmetic mean , geometric mean and harmonic mean, mode, median. Measures of dispersion- Range, quartile deviation, mean deviation, standard deviation, absolute and relative measures of dispersion, Coefficient of variation.

Unit II: Correlation Analysis-Introduction, Importance of correlation, Analysis, Types of correlation- Positive and Negative correlation, linear and non -linear correlation, Measures of correlation-scatter diagram method, Karl Pearson's co-efficient of correlation (Grouped data also), Spearman's Co-efficient of Rank Correlation. Regression Analysis: Difference between correlation and regression, Lines of regression. Methods of least squares, Fitting straight lines, Properties of regression line, Regression Co-efficient and their properties.

Unit III: Probability-Definition of probability, Classical and empirical probability, Addition and Multiplication rule of probability. Conditional probability, Simple problems.

Unit IV : Time series analysis: Utility of time series, Components of time series , Time series models- Addition and Multiplication model, Measurement of trend- Graphic method, Moving average methods, Method of least squares, fitting a straight line trend, seasonal variations- Estimation of seasonal variations, Method of simple average, ratio to trend method, ratio to moving average method , cyclical variations.

BBA 203 FOREIGN TRADE OF INDIA

Unit –I: Introduction – Trade its meaning and types. Difference between internal and international trade. Theories of International Trade. India's Internal Trade- Characteristics and Problems. Coastal trade and trade of Uttar Pradesh. Terms of Trade. Trade : Terminology and abbreviations.

Unit-II: Foreign Trade of India – Before independence, During Planning Period, Recent trends in India's Foreign Trade. Major Items of Exports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects.

Unit –III: Free Trade and Protective trade policies, India's Major trading partners. Financing of foreign trade, National Level Financing Institutions: EXIM Bank, ECGC and other institutions in financing of foreign trade, STC, MMTTC, SEZ and EPZ. Export promotions.

Unit –IV: Strategy for Trade Policy in India – General Developments during planning period. Recent World trade Scenario, Recent changes in trade policy, Trade agreements – Bilateral and Multilateral Trade Agreements. GATT & UNCTAD, WTO. India's Balance of Trade and Balance of Payments.

BBA 204 ENVIRONMENTAL STUDIES

Unit I: Introduction to Environmental studies, Sustainable development, Realm of Ecology, Environmental Management System (EMS), Biodiversity, Business and Environment, Environmental Ethics

Unit II: International Efforts for Environmental protection, India's efforts for Environmental protection, Public Policy, Role of NGOs, Environmental clearance for establishing and operating Industries in India

Unit III: Global Environmental Problems, Global Warming, Ozone depletion, Air & Noise Pollution, Water Resources, Land Management & Soil Pollution, Waste Management, Forest & Wild life Management,

Unit IV: Indian Environmental Laws, Wild Life (Protection) Act, 1972, Water (Prevention & Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981. Functions of CPCB and SPCB, ISO-14000.

BBA 205 FINANCIAL MATHEMATICS

Unit I Basic Concepts, Simple and Compound Interest, Kinds of interest rates- effective rate of interest, Nominal rate of interest and force of interest, Relationship between effective and nominal rate of interest.

Unit II Present value and discount rate, Effective and nominal rate of discount, Relationship between interest and discount, Equation of payment.

Unit III Valuation of annuities- Certain, Present value of an annuity, Present value of an annuity payable p times a year, Present value of deferred annuities, perpetuities. Accumulated value of an annuity, Accumulated value of annuities payable p times a year.

Unit IV Valuation of securities, Present value of bonds, Present value of preference shares, Present value of equity shares, growth in dividends - Normal growth and super normal growth, Relationship between price, earnings and dividends.

BBA 206 INDIAN VALUE SYSTEM

Unit I: Features of Indian Social System and Social Institution affecting values: Cultural History of India, Characteristics of Indian Social System and Important Social Institutions, Indian Education systems (In Ancient, Medieval and Modern India)

Unit II: Indian Value System: Indian Values in management, Four ashrams, Purushartha, Varna and Caste system

Unit III: Indian Ethical Theories: Nature and Scope of Ethics, Psychological Basis of Ethics, Indian Ethical Theories (a) Kautilya (b) Manu, An outline of Ancient Legal System and its utility in present, in India

Unit IV: Impact of Social and Cultural Factors on Business: Guilds (Shreni) and their role in business promotion in Ancient India, Role of Indian Culture in Business Promotion, Indian traditions for decision-making and management of stress, Philosophy of Yoga and its modern relevance.

LPCPS