

Bachelor in Business Administration [BBA]

Illustrative Credit distribution structure for FYBBA According to NEP 2020

| Semester | Major | | Minor | OE | VSC,SEC, VSEC | AEC,VEC,IKS | CC | Cu m. Cr. / Se m. |
|------------------|--|----------|--|--|--|---|---|----------------------------------|
| 1 | Mandatory | Elective | | | | | | |
| | | --- | | | | | | 22 |
| | UBBAMT111 Business Demography and Business Environmental Studies. | | --- | UBBAOET11 4 Business Organization and Corporate Environment | UBBA- SECT1: Community Work [Survey and Analysis] | UBBA-AECT1 English 1 | UBBA- CC1: NSS/NC C/Yoga/ Cultural Activity/ Sports | |
| | UBBAMT112 Financial Accounting | | | UBBAOET11 5 Business Etiquettes | UBBA- VSCT1 Professional Communica tion Skill. | UBBA- IKST1 Indian Leaders and Leadership Practices | | |
| | UBBAMT113 Micro Economics | | | | | UBBA-VECT1: Environmental Science | | |
| | Credits : 2+2+2 | | | Credits 2+2 | Credits 2+2 | Credits 2+2+2 | Credits 2 | |
| 2 | UBBAMT 121 Principles of Management. | | UBBA MT124 Busines s Statisti cs | UBBAOET12 6 Emotional Intelligence | UBBA- VSCT2 Fundamenta ls of computers. | UBBA-AECT2 English II | UBBA- CC2 NSS/NC C/Yoga/ Cultural Activity/ Sports | 22 |
| | UBBAMT122- Principles of Finance | | UBBA MTI25 Busines s Mathe matics | UBBAOET12 7 Risk Management | UBBA- SECT2: Industry Analysis and report. | UBBA-VECT2: Environmental Science | | |
| | UBBAMT123 Principles of Marketing | | | | | | | |
| | Credits : 2+2+2 | | Credits 2 | Credits 2 | Credits 2+2 | Credits 2+2 | Credits 2 | |
| Total Credits | Credits : 12 | -- | Credits : 4 | Credits : 6 | Credits : 10 | Credits : 8 | Credits 4 | 44 |

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A

(w. e. from June, 2023)

| | |
|-------------------------------|---|
| Name of the Programme: | B.B.A. Subject: Business Demography and Business Environment Studies |
| Program Code | : |
| Class | : F.Y.B.B.A |
| Semester | : I |
| Course Type | : Major and Mandatory |
| Course Name | : Business Demography and Business Environment Studies |
| Course Code | : UBBAT111 |
| No. of Lectures | : 30 |
| No. of Credits | : 2 |

A) Course Objectives:

1. To develop a knowledge base for demographic and environmental factors affecting business.
2. To make the students aware of environmental problems related to business and Commerce.
3. To inculcate values of Environmental ethics amongst the students.
4. Acquaint the Students with basic concept, Principles and functions of Management.
5. To make students aware about the recent trends in Management.
6. Creating the awareness about environmental problems among people
7. Imparting basic knowledge about the environment and its allied problems.
8. Developing an attitude of concern for the environment.

B) Course Outcomes:

1. Students will develop strong conceptual knowledge base for demographic and environmental factors affecting business.
2. Students will also gain insights into environmental problems related to business and Commerce.
3. The students will be able to understand the concept of business environment its meaning, scope and importance.
4. Familiarize with the nature of Business Environment and its components.
5. Able to demonstrate and develop conceptual framework of Business Environment and generate interest in business.
6. Outline how an entity operates in a Business Environment.
7. Apply an understanding of the different modes of engagement with markets and explore the interconnectedness between these and the economic, legal, governmental, political, regulatory, cultural

and other environments in which expanding companies operate

Unit No.1 Introduction of Demography and Demographic Environment

- 1.1 Meaning, Definition, Need,
- 1.2 Importance & need of Demography Studies for Business
- 1.3 Scope of demography, interdisciplinary approach of demography
- 1.4 Components of demography: Fertility, mortality and migration
- 1.5 Measures to calculate fertility and mortality rate
- 1.6. Factors affecting fertility and mortality.
- 1.7 Nature, Scope & Importance Demographic Environment.
- 1.8 Factors of Demographic Environment

No. of Lectures 12

Unit No.2 Rural Development & Urbanization

- 2.1 Meaning Rural Development
- 2.2 Meaning, definitions of urbanization
- 2.3 Classification of population - Urban and rural population
- 2.4 Factors responsible for urbanization and problems of urbanization,
- 2.5 Urbanization as Behavioral concept, structural concepts, demographic concept.
- 2.6 Urban structure and rural structure

No. of Lectures 08

Unit No. 3 Environment and Environmental issues related to Business

- 3.1 Meaning and definition of environment
- 3.2 Types of Environments
- 3.3 Physical and Cultural components of environment
- 3.4 Need of environmental studies for Business Management
- 3.5 Environment factors affecting Business –Physical factors –topography, climate, minerals, water resources; Cultural factors – infrastructure – technology tradition, political, social, education, Global warming and Kyoto Protocol, Oil Crisis and its impact on Business

No. of Lectures 10

Recommended Books:

1. Population Geography : R.C. Chandana, Lyall Book Depot/ Kalyani Publishers (2006)
2. Population Geography: Qazi, S. Shah, Shargi Qazi APH Publishing Corp. New Delhi
3. Environmental Geography: Dr. Savindra Singh Prayag Pustak Bhawan
4. Geography of India: Majid Hussain Tata McGraw Hill
5. Population Geography : I Singh: Alfa Publication (2006)
6. Business Demography and Environmental studies-Miss Joshi Sunita, Dr.Jaybhaye Ravindra- Success Publication,Pune

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A

(w. e. from June, 2023)

Name of the Programme: B.B.A. Subject: Financial Accounting

**Program Code :
Class : F.Y.B.B.A
Semester : I
Course Type : Major and Mandatory
Course Name : Financial Accounting
Course Code : UBBAT112
No. of Lectures : 30
No. of Credits : 2**

A) Course Objectives:

1. To enable the students to acquire sound knowledge of basic concepts of accounting.
2. To impart basic accounting knowledge.
3. To impart the knowledge about recording of transactions and preparation of final accounts.
4. To acquaint the students about accounting software packages.
5. To understanding the framework of accounting as well as accounting standard
6. The ability to understand company financial statements
7. To give the overview about financial accounting

B) Course Outcomes:

1. The outcome of this course is to enable the students to acquire sound knowledge of basic concepts of accounting & practical knowledge.
2. Understanding of various methods of maintaining of accounts
3. Develop understanding about accounting of single-entry system and its different with double entry system
4. Learn accounting branches and departments
5. Gather knowledge of preparation of final account in organization point of view
6. The ability to prepare subsidiary books
7. The ability to pass journal entries and prepare ledger account

Unit No 1 : Introduction to Financial Accounting

- 1.1 Financial Accounting-definition and Scope,
- 1.2 Objectives, Accounting concepts,
- 1.3 Principles and conventions.
- 1.4 Accounting Standards in general: - AS1, AS2, AS6.

No. of Lectures 06

Unit No 2 Recording Transactions and Preparing Final Accounts

- 2.1 Voucher system; Accounting Process, double entry system
- 2.2 Journals, Ledger, Cash Book, subsidiary books,
- 2.3 Trial Balance preparation of Final Accounts of Sole Proprietorship
(Trading and Profit & Loss Account and Balance Sheet)
- 2.4 Preparation Of Bank Reconciliation Statement.

No. of Lectures 10

Unit No 3 Depreciation (Transfer of Value- Appreciation)

- 3.1 Meaning, Need, Importance of Charging Depreciation.
- 3.2 Methods of Charging Depreciation - Written Down Value, Straight Line Method.

No. of Lectures 06

Unit No 4 Accounting Software

- 4.1 Introduction meaning and Types of Accounting Software
- 4.2 Tally ERP-9 (Software Details)
- 4.3 Tally- Company Creation, Group Creation, Accounting Voucher Creation;
Recording Transactions; Preparing Reports, Cash Book, Bank Book, Ledger
Accounts, Trial Balance, Profit and Loss Account, Balance Sheet.

No. of Lectures 08

Recommended Books:

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry
(Pearson Education)
2. Business Accounting-Dr.G.M. Dumbre, Dr.Kishor
Jagtap, Dr.A.H.Gaikwad, Dr.N.M.Nare-Success
Publication,Pune
3. Financial accounting: By Jane Reimers (Pearson Education)
4. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
5. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
6. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing)
7. Advanced Accounts – M.C. Shukla and S P Grewal (S.Chand & Co., New Delhi)

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A

(w. e. from June, 2023)

Name of the Programme: B.B.A. Subject: Micro Economics

**Program Code :
Class : F.Y.B.B.A
Semester : I
Course Type : Major and Mandatory
Course Name : Micro Economics
Course Code : UBBAT113
No. of Lectures : 30
No. of Credits : 2**

A) Course Objectives:

1. To expose students to basic micro economic concepts.
2. To apply economic analysis in the formulation of business policies.
3. To use economic reasoning to problems of business.
4. To study the basic cost structure.
5. To analyze various types of elasticities and changes in business decisions accordingly.
6. To analyze changes in demand pattern and decisions related to it.
7. To study the various factors involved actively in Micro economics.

B) Course Outcomes:

1. The outcome of this course is to expose students to basic micro economic concepts.
2. Student will be able to understanding the relationship in Economics and Business Development.
3. Students will be able to study the changes in business decisions with changes in environmental factors.
4. Student will be able identify role of economics in society development.
5. Student will be able to identify how economy works.
6. Student will be able to analyze various economic problems and their causes.
7. Students will be able to identify the factors responsible for stable and growing economy.

Unit No. 1 Introduction to Economics

- 1.1 Meaning, Nature and Scope of Business Economics – Micro and Macro.
- 1.2 Basic Economic Problems.
- 1.3 Types of markets. And Market forces in solving economic problems.
- 1.4 Circular Flow of Income and Expenditure

No of Lectures 05

Unit No. 2 Demand and Supply Analysis

- 2.1 Concept of Demand and demand Law.
- 2.2 Elasticity of Demand and their types.
- 2.3 Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue
- 2.4 Concept of Supply and Supply Law.
- 2.5 Factors affecting Supply.

No of Lectures 05

Unit No 3 Cost Analysis

- 3.1 Concept of Cost.
- 3.2 Types of Cost.
- 3.3 Pricing under various market conditions.
- 3.4 Pricing Strategies used in Perfect Competition.
- 3.5 Price Determination under Monopoly.
- 3.6 Price determination under monopolistic condition.

No of Lectures 10

Unit No. 4 Distribution Theory

- 4.1 Marginal Productivity Theory of Distribution
- 4.2 Rent: Modern Theory of Rent
- 4.3 Wages: Wage Determination under Imperfect Competition - Role of Trade Union and Collective Bargaining in Wage Determination

4.4 Interest: Liquidity, Preference Theory of Interest Profits: Dynamic, Innovation, Risk - Bearing
and Uncertainty Bearing

No of Lectures 10

Recommended Books:

1. Textbook of Economic Theory - Stonier and Hague; Longman Green and Co., London.
2. Introduction to Positive Economics - Richard G. Lipsey
3. Business Economics (Micro) - Dr. Girijashankar; Atharva Prakashan, Pune.
4. Micro Economics - M. L. Seth 5. Micro Economics - M. L. Jhingan; Vrinda Publications, New Delhi. 6. Managerial Economics - Theory and Application - D. M. Mithani

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A

(w. e. from June, 2023)

Name of the Programme: B.B.A. Subject: Business Organization and Corporate Environment

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|------------------------|--|
| Program | : |
| Class | : F.Y.B.B.A |
| Semester | : I |
| Course Type | : Open Elective (OE) |
| Course Name | : Business Organization and Corporate Environment |
| Course Code | : UBBAOET114 |
| No. of Lectures | : 30 |
| No. of Credits | : 2 |

A) Course Objectives:

1. To give the Practical knowledge of Business Organization & System and corporate environment
2. To make the students aware about various activities of business, business practices and recent trends in business world.
3. To study the challenges before the business and setting up of a business enterprise.
4. To develop the spirit of entrepreneurship among the students.
5. To develop students professionally handle business issue.
6. To develop socially ethically responsible business leader
7. To develop students to be better team worker.

B) Course Outcome:

1. The main outcome of this course is to aware students about various activities of business, business practices and recent trends in business world.
2. An understanding of the nature, objective and social responsibilities of business
3. An ability to describe the different forms of business
4. An understanding of different forms of business organization.
5. The students will have general idea of operation in business
6. The individual will be capable of analyzing, investigating and solving business problem
7. The individual analyze the source of wealth creation

Unit 1 Introduction to Business

- 1.1 meaning of Business, Nature, scope, Characteristics of Business, Objectives of Business, Essential of successful Business. Concept of business organization.
- 1.2 Recent Trends- Mergers and Acquisitions, Networking, Franchising. BPOs and KPOs, E-Commerce. Online trading, Patents, trademarks and Copyrights.

No. of Lectures 08

Unit 2 Forms of Business Organizations

- 2.1 Forms of Business Organizations -Sole proprietorship, Partnership Firm, Joint stock company, co-operative s –Definition, Features, Merits and Demerits.

No. of Lectures 06

Unit 3 Setting up of a Business Enterprise

- 3.1 Decision in Setting up of an Enterprise, Opportunity and ideas generation, Role of creativity and innovation. Licensing and basic legal formalities to start a new business and challenges before the business and setting up of a business enterprise
- 3.2 Project Report- Business Size and Location decisions, Factors to be considered in starting a new unit, Government policies.

No. of Lectures 06

Unit 4 study of Domestic and Foreign Trade and corporate environment

- 4.1 Domestic Trade-concept of domestic Wholesale and Retail Trade
- 4.2 Foreign Trade-concept of export import, export and import procedure.
- 4.3 Corporate capital -Share capital-meaning, types of share merits, demerits
- 4.4 Corporate Meetings: Meeting-Meaning and Definition. Types of meeting Statutory meeting, Annual General Meeting, Extraordinary General Meeting. Board Meeting and Resolution

No. of Lectures 10

Recommended Books:

1. Modern Business Organization - S.A. Sherlekar
2. Industrial Organization Management - Sherlekar
3. Business Organization and management – Y.K. Bhus han
4. Business Organization and system – Dr.M.V.Gite, Dr.R.D.Darekar, Prof.S.N.Nanaware, Dr.V.D. Barve- Success Publication,Pune
5. Business Environment - F. Cherunilam.
6. Business Organization & Management – C.B. Gupta.
7. Entrepreneurial Development – S.S. Khanna.
8. Organizing and Financing of Small scale Industry – Dr. V. Desa

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A

(w. e. from June, 2023)

Name of the Programme: B.B.A. Subject: Business Etiquette

Program :
Class : F.Y.B.B.A
Semester : I
Course Type : Open Elective (OE)
Course Name : Business Etiquette
Course Code : UBBAOET115
No. of Lectures : 30
No. of Credits : 2

A) Course Objectives:

1. To define professional behavior and suggest standards of appearance, action, and attitude in a business environment.
2. Describe appropriate office dress.
3. Successfully navigate a business meal.
4. Develop an action plan to improve personal professionalism.
5. Business etiquette is imperative for building up good business relationships that are important for achievement and success.
6. To learn the principles of business etiquette and professional behavior
7. To understand the etiquette for making business correspondence effective.
8. To be able to present yourself confidently in various business situations.
9. Develop awareness of dining and multicultural etiquette.

B) Course Outcomes:

1. To understand the concept of Business Etiquette.
2. To understand various kinds of etiquette.
3. To understand the importance of Body Language.
4. To improve the interaction that makes workplace services a creative place.
5. Demonstrate an understanding of professionalism in terms of workplace behaviors and workplace relationships.
6. Adopt attitudes and behaviors consistent with standard workplace expectations.
7. Presenting oneself with finesse and making others comfortable in business.
8. Developing basic life skills or etiquette in order to succeed in corporate culture.

Unit No.1 Introduction to Etiquette

- 1.1 Introduction, modern etiquette, benefits,
- 1.2 Classification of etiquette -. Manners, Poor manners are noticed in the youth,
- 1.3 Why should you practice good manners? Practicing good manners.

No. of Lectures

08

Unit No.2 Classification of Etiquette

- 2.1 Work Etiquette- -Making Introduction with Ease, applying titles and forms of address, remembering names, Speaking and Listening-KISS principles in communication.
- 2.2 Dining Etiquette- Coming to the table -Behaving after you are seated- Beginning the meal in Formal table settings -Managing meals, Distinguishing Between American and Continental Dining Styles, eating with grace, coping with difficult-to-eat foods and unusual utensils, Managing Dining Mishaps.
- 2.3 Dress Etiquette- Dealing with dress codes- Defining ‘business casual’ and ‘casual’, Formal business clothes for men and women, Personal hygiene and Grooming.

No. of Lectures

12

Unit No 3: Body Language

- 3.1 Introduction-Body talk – Origin of Body language- Voluntary and involuntary body language -Forms of Body language -Parts of Body language- Uses of Body languages-Body language in building interpersonal relations-Body language in building industrial relations-reasons to study body language-improving your body language- Kinds of Hand Shake, four territory zones, Kinds of postures,
- 3.2 Gender differences- -Shaking hands with Women -Developing confidence with correct body language.

No. of Lectures

10

Skill Development:

1. Role play activity in Dining etiquette practices.
2. Drawing an illustration of Table setting.
3. Group presentation of Etiquette in Different countries.

Recommended Books:

1. Alex K (2010) Soft Skills, New Delhi: S Chand & Company Ltd.
2. Fox Sue (2010) Business Etiquette for Dummies, New Jersey: Wiley Publications.
3. Kumar Suresh E, Shreehari P, Savithri J (2010) Communication Skills and Soft Skills: An Integrated Approach, Chennai: Pearson Education.
4. Pachter Barbara & Cowie Denis (2013) Essentials of Business Etiquette, New York: McGraw Hill Education.

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A

(w. e. from June, 2023)

**Name of the Programme: B.B.A. Subject: Community Work-I
[Survey and Analysis]**

| | |
|------------------------|---|
| Program Code | : |
| Class | : F.Y.B.B.A |
| Semester | : I |
| Course Type | : Skill Enhancement Courses (SEC) |
| Course Name | : Community Work-I [Survey and Analysis] |
| Course Code | : UBBA-SECT1 |
| No. of Lectures | : 30 |
| No. of Credits | : 2 |

A) Course Objectives:

1. To understand the role of Government in Education and Environmental awareness, etc.
2. To make students aware about various NGOs working towards Education and Environmental awareness, etc.
3. To create a sense of empathy, sensitivity towards unprivileged elements of the society.
4. To create an urge in the students in contributing towards community development.
5. To encourage students to adopt practices contributing to less carbon footprints.
6. To have a holistic development of students through social activities.
7. To create a responsible citizen toward societal development along with their own development.

B) Course Outcome:

After successful completion of the course the learner will be able to.

1. Understand the role of Government in Education, Environmental awareness, etc.
2. Creating awareness about various NGOs working towards Education and Environmental awareness, etc.
3. Create a sense of sensitivity towards unprivileged elements of the society.
4. Participating in various social activities for education and environmental awareness.
5. Indemnifying pollution free practices.
6. Develop students holistically.

Unit No. 1 Community work through Education

- 1.1 Teaching at Schools, Teaching at Orphanages, Teaching to poor children.
- 1.2 study the role of government in the education sector.
- 1.3 study the NGOs particularly working in education sector

No. of Lectures 08

Unit No. 2 : Community Work for Slums

- 2.1 Learn the government facilities, NGOs which are working for the slums and try to connect any NGO.

No. of Lectures 06

Unit No.3 : Community Work for Environment

- 3.1 Role of Govt. and NGOs which are working to save the environment, Initiatives like Clean your city drive, Cycle Day, Awareness of Dry and wet waste classification, Tree Plantation Drive, Environment awareness activities.

No. of Lectures 08

Unit No 4: Community Work Participation:

- 4.1 Participate in community service trips/events organized at institute, state level etc.
- 4.2 Volunteer at events like fundraising activities, fairs, festivals, slums, nonprofit organization
- 4.3 Submit a report on a particular type of Community work related to Entrepreneurship Development activity.

No. of Lectures 08

Recommended Books:

1. A. D. Bhide and B.B. Sundaresan, “Solid Waste Management – Collection, Processing and disposal” Mudrashilpa Offset Printers, Nagpur, 2001.
2. Biomedical waste (Management and Handling) Rules, 1998.
3. George Tchobanoglous, Hilary Theisen, Rolf Eliassen; Solid Wastes: Engineering Principles and Management Issues; McGraw-Hill.
4. Manual on Municipal Solid Waste Management, New Delhi, Controller of Publications.
5. Freeman H.M. (1988) Standard Handbook of Hazardous Waste Treatment and Disposal, New York, McGraw-Hill. 6) Constitutional Law of India – J.N. Pandey 1997 (31st Edn.) Central Law Agency Allahabad.

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A

(w. e. from June, 2023)

Name of the Programme: B.B.A. Subject: Professional Communication Skill

| | |
|------------------------|---|
| Program | : |
| Class | : F.Y.B.B.A |
| Semester | : I |
| Course Type | : Vocational Skill Courses (VSC) |
| Course Name | : Professional Communication Skill |
| Course Code | : UBBA-VSCT1 |
| No. of Lectures | : 30 |
| No. of Credits | : 2 |

A) Course Objectives:

1. To give detailed understanding about business environment and organization structures.
2. To develop an entrepreneurial attitude among the students.
3. To make students capable of becoming dynamic managers, capable of taking various decisions and communicating effectively to different groups of people.
4. To understand and gain knowledge of various manufacturing and service industries.
5. Understand and apply communication theory.
6. Critically think about communication processes and messages.
7. Interact skilfully and ethically.

B) Course Outcomes:

1. Develop a resume for oneself.
2. Ability to handle the interview process confidently Learn the subtle nuances of an effective group discussion.
3. Communicate fluently and sustain comprehension of an extended discourse.
4. Demonstrate ability to interpret texts and observe the rules of good writing.
5. To communicate contextually in specific personal and professional situations with courtesy.

6. To inject humors in their regular interactions.
7. To Develop Coherence, Cohesion and Competence in Oral Discourse through Intelligible Pronunciation.
8. Identify Common Errors and Rectify Them

Unit No 1 : Introduction to Communication.

- 1.1 meaning and definition. Process and elements in communication process.
- 1.2 Need of effective communication
- 1.3 Principles of Effective communication.
- 1.4 Role of Communication in social and economic system
- 1.5 Barriers to communication and over comings

No. of Lectures 08

Unit No 2 : Methods and types of Communication

- 2.1 Methods of Communications: Linguistics, Non- Linguistics and Para-Linguistics.
- 2.2 Verbal and Nonverbal communication.
- 2.3 Oral Communication
 - 2.3.1 Meaning, nature and scope - Principles of effective oral communication. Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences – Press Conference – Demonstration - RadioRecording - Dictaphone, Phonetics and its application in oral communication.
 - 2.3.2 Rumor - Grapevine - Group Discussion
 - 2.3.3 The art of listening - Principles of good listening.

No. of Lectures 10

Unit No.3 : Application of Writing and Communication Skills in Business Organization

- 3.1 Standard Formats of Business Letter.
 - 3.1.1 Need and functions of business letters - Planning & layout

of business letter -Kinds of business letters - Essentials of effective correspondence.

3.2 Resume Writing

3.3 Email Writing

3.4 Modern office Communication

3.4.1 Electronic communication – Telephone, EPBAX System Tele-

Conferencing answering machines, E-mail, voice-mail,Fax, Internet, Audio-

Visual aids etc.

3.5 Group Decision-Making Process.

No. of Lectures 12

Recommended Books:

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
5. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
6. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
7. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
8. Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.
9. Business Communication - M. Balasubrahmanyam - Vani Educational Books.

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A

(w. e. from June, 2023)

Name of the Programme: B.B.A. Subject: Indian Leaders and Leadership Practices

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|------------------------|--|
| Program Code | : |
| Class | : F.Y.B.B.A |
| Semester | : I |
| Course Type | : Indian Knowledge System (IKS) |
| Course Name | : Indian Leaders and Leadership Practices |
| Course Code | : UBBA-IKST1 |
| No. of Lectures | : 30 |
| No. of Credits | : 2 |

A) Course Objectives:

1. To give knowledge on the ethical values which helps in creating excellent business leaders.
2. To study the ethical ways of managing the business based on study of Bhagwat Geeta and great ruler like Shri Chhatrapati Shivaji Maharaj
3. To study resource management techniques implemented by various leaders.
4. To study methods of crisis management.
5. To identify the methodology for brain storming and decision making adopted by Indian Leaders

B) Course Outcome:

1. Provide ethical and excellent leadership to an organization
2. Manage the business activities by following the ethical ways of doing business.
3. Manage and allocate resources in an optimum manner.
4. To execute leadership in critical situations.

Unit No.1 :Bhagwad Gita Values & ethics –

Lessons from Bhagwad Gita (Chapter 16)

Unit No 2 : Case study on Problem analysis and solutions.

Unit No 3 :Shri Chatrapti Shivaji Maharaj: The greater warrior.

Unit No 4 : Case study on effective resource management.