



Estd. 1972

Sunbeam
Women's College Varuna
Towards Women Empowerment ...
Post Graduate College
(Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi)
(Accredited by NAAC)

SYLLABUS

2025-26

BBA

III & IV Semester

Name of Student:.....

Class:..... Section:

Add: 904/1 Central Jail Road, Sikraul, Varanasi-221002

Sunbeam Women's College Varuna, Varanasi

Affiliated to M.G.K. Vidyapith

VISION

Sunbeam College envisions to develop culturally rooted, globally oriented, self-reliant women committed to achieve excellence through duty, devotion and discipline.

MISSION

- To reinforce duty, devotion towards the society and the Nation, thereafter keeping with the essence of discipline in one's life.
- To make students sensitive about social concerns, human rights and thus help them being an eco-conscious individual.
- To educate the women of tomorrow, through teaching learning exchange programmes, researches and extension activities.
- To pursue student-centric learning for self-development & skill development.
- To equip and empower students with relevant knowledge, competence, value and creativity to face global challenges.
- To facilitate young women to come up with leadership, self-pride and identity in order to become the change makers of the society.
- To inculcate skills and practices that help students become culturally rooted, globally oriented & self-reliant.

DEPARTMENT OF MANAGEMENT

VISION

To create visionary professionals in Commerce, Management and entrepreneurs enriched with innovation and leadership skills.

MISSION

- DM 1-** To enable holistic and value-based development of students' personality with a humane and global outlook which ultimately enhances their employability.
- DM 2-** To nurture and motivate students to exploit their full potential of required skills for self-employment.
- DM 3-** Empowering students with all the knowledge and guidance in the specialized field of commerce.
- DM 4-** To provide contextually relevant commerce education in order to prepare students for higher education in business, commerce and industry.
- DM 5-** To impart state-of-the-art knowledge in all branches of commerce.
- DM 6-** To develop a global perspective amongst Students through value-based education for social transformation.

PROGRAM OUTCOME (PO)

PO 1-Business Knowledge: Understand aspects and facts of business world, develop managerial Skills and develop or solve problems by critical thinking abilities for Quantitative and Qualitative decision making.

PO 2-Problem Analysis: Examine and analyses business world problems and its effects at micro and macro level and to make effective decision by comparing business parameters.

PO 3-Entrepreneurial Skill development: Develop management and entrepreneurial skills and qualities with practical knowhow of the concerning areas of business.

PO 4-Effective Communication: Communicate effectively on complex business activities with business communities and stakeholders such as being able to write effective reports and design documentation, effective presentations and proper communication feedback.

PO 5-Ethical attitude: Build ethical approach to the existing business knowledge by applying ethical principles and commit to professional Ethics and responsibility.

PO 6-Social integration and Team work: Develop better time and motion coordination as a team worker in diverse and multidisciplinary settings and to integrate Students in various social activities.

PO 7-Life- long Learning culture with CSR: Develop and enhance the need of life-long learning in fast changing competitive business environment and recognize and develop a sense of responsibility and participation towards environmental, social and stakeholders' activities.

PROGRAM SPECIFIC OUTCOME (PSO)

After the completion of the course Students will be able to:

PSO 1-Effective decision making in business problem relating day to day operations, tactical skills and communication skills

PSO 2-Work at individual and team level successfully with a research based approach for increased efficiency of work.

PSO 3-Develop and design new business projects or models based on theories and tools of management

COURSE STRUCTURE FOR

PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Session 2025-26

BBA Second Year

Semester- III

Subject Category	Course Name	Semester Examination Marks	Internal Examination Marks	Credits
Major -I	Business Statistics	75	25	4
Major-II	Human Resource Development	75	25	4
Major-III	Business Environment	75	25	4
Vocational (Anyone)	1. Psychological testing 2. Marketing & Salesmanship	75	25	3
Co-Curricular	Analytical Ability and Digital Awareness	75	25	2

Semester – IV Semester

Subject Category	Course Name	Semester Examination Marks	Internal Examination Marks	Credits
Major-I	Research Methodology	75	25	4
Major-II	Business Finance	75	25	4
Major -III	Business Law	75	25	4
Minor	Business Communication	Minor		6
Research/Summer Training/ Survey report (3/4)	Research Report cum Viva - Voce	75	25	3
Co-Curricular	General Hindi	75	25	2

Academic Calendar for the Session 2025-26

Date sheet for Internal Assessment

SEMESTER III

Date of Exam	Mid Term	
	I Shift	II Shift
17.11.2025	Cocurricular (Analytical Ability and Digital Awareness)	Vocational (Psychological Testing/ Marketing and Salesmanship)
18.11.2025	Major I Business Statistics	Major II Human Resource Development
19.11.2025	Major III Business Environment	-----

SEMESTER IV

Date of Exam	Mid Term	
	I Shift	II Shift
23.03.2026	Cocurricular (General Hindi)	Minor Business Communication
24.03.2026	Major I Research Methodology	Major II Business Finance
25.03.2026	Major III Business Law	Research Project cum Viva Voce

IMPORTANT DATES

Important Dates: Odd Semester

- 17.11.25 Mid Term begins
- 29.11.2025- Parent- Professors Meet (PPM) & Report Card distribution.

Important Dates: Even Semester

- 20.04.26 Mid Term begins
- 04.04.26 -Parent- Professors Meet (PPM) & Report Card distribution.

E- RESOURCE LINK

NPTEL Links for all subjects: <https://onlinecourses.nptel.ac.in/>

“All the Best”

BBA III SEMESTER

Course Name I: Business Statistics

Credits: 4

Max Marks: 75+25

Course Outcome: The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics.

After the completion of the course, the students will be able to:

CO1: Understand the basic concepts of Statistics.

CO2: Understand the measurement of central tendency.

CO3: Understand correlation and regression analysis.

CO4: Gain knowledge about sampling and probability.

Month	W. Days	Topics to be covered
July' 25	22	Unit I Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.
		Activity: Assignment on Collection, Editing and Classification of data Objective: To acquaint the students about how to compile the data for analysis. Methodology: Written Assignment
August' 25	24	Unit II Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.
September' 25	22	Unit III Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation

October'25	18	<p>Unit III Regression concept, Regression lines, Regression equations and Regression coefficient</p> <p>Unit IV Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical].</p>
		<p>Activity: Assignment on Correlation, Regression. Objective: To build concept among students and develop approach for numerical. Methodology: Written assignment.</p>
November' 25	24	<p>Unit IV Probability Distribution: Binomial, Poisson and Normal.Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests.</p>
December'25		Revision & University Examination

Suggested Readings:

- *Gupta, S.P. & Gupta, M.P., Business Statistics*
- *Levin, R.I., Statistics for Management*
- *Feud, J.E., Modern Elementary Statistics*
- *Elhance, D.N., Fundamentals of Statistics*
- *Gupta, C.B., Introduction of Statistical Methods*

Course Name II: Human Resource Development

Credits: 4

Max. Marks:25+75

Course outcomes:

The aim of the course is to build knowledge and understanding of Human Resource Development among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development.

After the completion of the course, the students will be able to:

CO1: Gain knowledge about HRD concepts and other aspects.

CO2: Understand about potential appraisal.

CO3: Understand about Job Enrichment and Quality circles.

CO4: Gain knowledge about human resource accounting.

Month	W. Days	Topics to be covered
July' 25	22	UNIT I HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods.
		Activity: Group presentation on Management Development Objective: To facilitate students about how the organizations are implementing management practices regarding human resources in organisations. Methodology: Presentation of 6 students
August' 25	24	Unit II Potential Appraisal: Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmers, training methods, evaluation of Training.
September'25	22	Unit III Job Enrichment: Concept, Principles, steps for Job enrichment, hurdles in Job Enrichment, making job enrichment effective, job and work redesign.
October' 25	18	Unit III Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.
		Activity: Assignment on Trade Union Objective: To acquaint students about Trade Union and its types Methodology: Written Assignment

November' 25	24	Unit IV HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.
December'25		Revision & University Examination

Suggested Readings:

- *Jain S.P. and Narang K.L: Cost Accounting; Kalyani New Delhi.;*
- *Maheshwari S.N: Advanced Problems and Solutions in Cost Accounting; Sultan Chand, New Delhi. (Hindi and English).*
- *Tulsan P.C; Practical Costing: Vikas, New Delhi*
- *Garg A. K.; Cost Accounting: An Analytical Study, Swati Publication, Meerut*

Course Name III: Business Environment

Credits: 4

Max. Marks:25+75

Course Outcome: The objective of this paper is to give the basic knowledge about the business environment in industry. After the completion of the course, the students will be able to

CO1: Gain basic knowledge about business environment.

CO2: Learn the concept of Economic Systems: Capitalism, Socialism, Communism, Mixed Economy

CO3: Understand Socio-economic implications of Liberalization, Privatization and Globalization.

CO4: Gain insights of WTO, its Objectives and role in international trade.

Month	W. Days	Topics to be covered
July' 25	22	Unit I Introduction: Concept, Significance and Components of Business Environment, Factor affecting Business Environment, Micro and Macro environment.
		Activity: Debate on Economic Systems: Which is Better Capitalism or Socialism? Objective: To Develop understanding of Economic Systems. Methodology: Debate on Economic Systems.
August' 25	24	Unit II Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector
September'25	22	Unit III Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization
October' 25	18	Unit IV Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy, EXIM Policy, FEMA
		Activity: Discussion on Importance of Liberalisation in Indian Economy Objective: To Develop understanding of Liberalization Methodology: Group discussion
November' 25	24	Unit IV Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade, Overview of International Business Environment.
December'25		Revision & University Examination

Suggested Readings:

- Francis Cherunilum, *Business Environment*
- K. Aswathapa, *Business Environment*
- Rosy Joshi, Sangam Kapoor, R.S. Meena, *Business Environment*
- Dr. S.K Sharma, Anuj Goel: *Business Environment*

Course Name-IV: VOCATIONAL/ SKILL DEVELOPMENT

Any one subject:

1. Marketing & Salesmanship
2. Psychological Testing

MARKETING & SALESMANSHIP

Credits: 3

Max. Marks:25+75

Course Outcomes:

After the completion of the course, the students will

CO 1: Understand about the concept of Marketing and Market segmentation.

CO 2: Understand concept of Marketing Mix.

CO 3: Apply art of Salesmanship.

CO 4: Understand Personal Selling concepts.

Month	W. Days	Topics to be covered
July' 25	22	Unit I Introduction to Market & Marketing: Meaning & Definition of Market, Classification of Markets. Marketing Concepts: Traditional & Modern, Importance & Functions of Marketing
		<i>Activity: Presentation on various forms of market</i> <i>Objective: To create an understanding about various existing classifications of markets in the economy.</i> <i>Methodology: Group of 4 student's PPT Presentation</i>
August' 25	24	Unit II Market Segmentation: Meaning & Definition of Market Segmentation, Importance, Limitation & bases for Segmentation.
September'25	22	Marketing Mix: Meaning & Definition of Marketing Mix, Importance & Elements of Marketing Mix- Product, price, Promotion and Place.
October'25	18	Unit III Salesmanship: Meaning & Definition of Salesmanship, Features, Scope, Utility & Elements of Salesmanship.
November' 25	24	Unit III Selling Process: Stages of Selling Process & approaches. Unit IV <i>Personal Selling: Meaning & Definition, Selling as a Career, Classification of Successful Salesperson, Functions & Qualities of Salesperson</i>
		<i>Activity: Assignment on Steps of Selling Process</i> <i>Objective: To create an understanding about selling process.</i> Methodology: Written Assignment
December'25		Revision & University Examination

Suggested Readings:

- *Cundiff, Still & Govani: Basic Marketing, Decisions and Strategies*
- *Philip Kotler: Marketing Management*
- *Philip Kotler: Principles of Marketing*
- *Ramaswami & Nama Kumari: Viparan Prabandh*
- *Ajit Kumar Shukla: Marketing Management*
- *Ajit Kumar Shukla: Services Marketing*
- *Tapan K. Panda: Sales & Distribution Management*
- *PK Sahu & KC Raut: Salesmanship & Sales Management*

Latest edition of the text books should be used.

PSYCHOLOGICAL TESTING

Credits: 3

Max. Marks :25+75

Course Outcomes:

After completion of the course the students will be able to-

CO1: Understand test construction, standardization, reliability, and validity.

CO2: Administer, score, and interpret various psychological tests.

CO3: Recognize and address ethical and cultural issues in testing.

CO4: Analyze and critique the strengths and limitations of psychological tests.

Month	W. Days	Topics to be covered
July' 25	22	UNIT-I Introduction to Psychological testing Definition, meaning and nature of testing, Differences between testing and measurement, Difference between testing and experiment.
		<i>Activity: Flip class on the topic "Types of Psychological Testing".</i> <i>Objective: To develop the capabilities of learning and understanding over the topic.</i> <i>Methodology: Flip class</i>
August' 25	24	UNIT-I Objective of psychological testing, Utility of psychological testing. UNIT-II Intelligence test: Introduction and utility of intelligence test.
		<i>Activity: Workshop on Intelligence test, Interest test, Personality Test, Attitude test & Achievement test</i> <i>Objective: To develop the skill of demonstrating & analyzing the psychological tests.</i> <i>Methodology: Practical learning</i>
September' 25	22	UNIT-II Personality test, Interest test, Attitude test, Achievement test UNIT-III Objective test: Definition, nature, characteristics and utility.
October'25	18	M.M.P.I.-2, E.P.Q.,
November' 25	24	UNIT-IV Projective test: Nature, characteristics and utility. T.A.T., Type – A Behaviour, Alienation, Adjustment.
December'25		Revision & University Examination

Suggested Readings:

- *Anastasi, A. and Rubina, S.: Psychological Testing (7th Ed.). Pearson Education.*
- *Hall, C.S.: Lindzey, G.L. and Campbell, J.B.: Theories of Personality, John Wiley and Sons.*
- *Freeman, F.S.: Theories and Practice of Psychological Testing (3rd Ed.). Oxford Press, New Delhi.*
- *Weiner, J.B.: Clinical Methods in Psychology. John Wiley's Sons.*

Latest edition of the text books should be used.

Course Name V: Co- Curricular
Course Title: Analytical Ability & Digital Awareness

Credits: 2

Max. Marks: 100

Course outcomes:

- Familiarize with analogy, number system, set theory and its applications, number system and puzzles.
- To understand the basics of Syllogism, figure problems, critical and analytical reasoning.
- Familiarize with word processing application and worksheet.
- To understand the basics of web surfing and cyber security.

Month	W. Days	Topics to be covered
July' 25	22	<p>Unit I Alphabet test, Analogy, Arithmetic Reasoning, Blood relations, Coding and Decoding, Inequalities, Logical Venn diagram, Seating Arrangements, Puzzles and Missing numbers. Syllogism, Pattern completion and figure series, Embedded Figure and counting of figures, Cube & Dice, Paper cutting and folding, Data sufficiency, Course of Action, Critical Reasoning, Analytical and decision making</p>
August'25	24	<p>UNIT I: Computer Basics: Block diagram of Digital Computer, Classification of Computers, Memory System, Primary storage, Auxiliary memory, Cache memory, Computer Software (System/Application Software) UNIT II: MS Word Basics: The word screen, Getting to word documents, typing and Revising text, Finding and Replacing, Editing and Proofing tools, Formatting text characters, Formatting Paragraph, Document templates., Page set up, tables, Mail Merge, Macros, protecting documents, printing a document.</p>
September' 25	22	<p>Unit II MS-Excel Introduction, Worksheet basics, Creating worksheet, Heading information, Data & Text, Date & Time, Alphanumeric values, Saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Excel shortcut and function keys, Working with single and multiple workbook, Working with formulae & cell referencing, Auto sum, coping formulae, Absolute & relative addressing, Worksheet with ranges, Formatting of worksheet, Previewing & Printing worksheet, Graphs and charts, Database, Creating and using macros, Multiple worksheets- concepts</p>
		<p>Activity: Analytics project Objective: To make students know how to make real time knowledge of working on data Methodology: Tableau and Excel Sheets</p>

October' 25	18	Unit III Introduction of Open-Source Applications: Libre Office, Open Office and Google Docs etc Web Surfing: An Overview: working of Internet, Browsing the Internet, E-Mail, Components of E-Mail, Address Book, Troubleshooting in E-Mail, Browsers: Netscape Navigator, Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Tor, Search Engines lik Google, DuckDuckGo etc, Visiting web sites: Downloading.
November'25	24	Unit IV Cyber Security: Introduction to Information System, Type of information system, CIA model of Information Characteristics, Introduction to Information Security, Need of Information Security, Cyber Security, phishing, spamming, fake news, general issues related to cyber security, Business need, Ethical and Professional issues of security
December' 25		Revision & University Examination

Suggested Readings:

- Sharma, A., “How to prepare for Data Interpretation and Logical Reasoning for the CAT” McGraw Hill Education Pvt. Ltd., New Delhi, India, ISBN 978 2007 070 481
- Aggarwal, R.S., “A Modern Approach to Verbal and Non-verbal Reasoning” S. Chand Publishers New Delhi, India, ISBN 10: 8121905516
- Madan, Sushila, Introduction to Essential tools, Jain Book Agency, New Delhi/India.
- Goel, Anita, Computer Fundamentals, Pearson Education, India.
- Michael E. Whitman and Herbert J. Mattord, "Principles of Information Security," Sixth Edition, Cengage Learning:Course Books published in Hindi may be prescribed by the Universitie

BBA –IV Semester

Course Name I: RESEARCH METHODOLOGY

Credits: 4

Max. Marks: 25+75

Course Outcomes:

The objective of this paper is to give the basic knowledge about the Research Methodology.

After the completion of the course, the students will be able to

CO1: Understand the fundamentals research methods.

CO2: Gain knowledge about sampling design and sampling errors.

CO3: Understand about data processing and statistical analysis.

CO4: Learn how to write a research proposal and research report.

Month	W. Days	Topics to be covered
January' 26	19	Unit I Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error
		<i>Activity: Flip Class on Types of Research</i> <i>Objective: students will understand and able to categories Types of Research.</i> <i>Methodology: Flip Class on Types of Research.</i>
February' 26	23	Unit II Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample Designs-Probability & Non-Probability sampling. UNIT III Processing & Analysis of Data: Processing operations; problems in processing; types of analysis
		<i>Activity: To Conduct Sampling based on Primary Data</i> <i>Objective: To identify the sources of Primary data and techniques of data Collection.</i> <i>Methodology: Sampling of FMCG in College.</i>
March' 26	20	UNIT III Hypothesis Testing: Chi-square test, Z-test, t-test, F-test. UNIT IV Presentation: Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.
April' 26	24	Mid Term and Revision

Suggested Readings:

- C.R. Kothari, Research Methodology
- Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology
- Gupta, S.P. & Gupta, M.P., Business Statistics

Latest edition of the text books should be used.

Course Name II: BUSINESS FINANCE

Credits: 4

Max. Marks: 25+75

Course Outcomes:

The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance.

After the completion of the course, the students will be able to

CO1: Gain knowledge about business finance and investment decisions.

CO2: Analyse decisions on financial aspects based on numerical.

CO3: Analyse decisions on dividend based on policies.

CO4: Understand about working capital.

Month	W. Days	Topics to be covered
January' 26	19	<p>Unit I</p> <p>Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Time Value of Money - Compounding & Discounting. Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.</p>
		<p><i>Activity: Assignment on Capital Budgeting.</i></p> <p><i>Objective: To familiarize the students with the methods of Capital Budgeting</i></p> <p><i>Methodology: Assignment by students.</i></p>
February' 26	23	<p>Unit II</p> <p>Financing decisions: Capitalization Concepts, Basis of Capitalization, Consequences and remedies of Over and Under Capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital Structure theories.</p> <p>Unit III</p> <p>Dividend Decision: Concept & relevance of dividend decision,</p>
March' 26	20	<p>Unit III</p> <p>Dividend Models-Walter' Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy.</p> <p>Unit IV</p> <p>Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital.</p>
		<p><i>Activity: Power Point Presentation by students on Dividend Decisions and Investment Decisions.</i></p> <p><i>Objective: To familiarize the students with the group behavior</i></p> <p><i>Methodology: Group Presentation of 4 students.</i></p>

Suggested Readings:

- Maheshwari S.N., Financial Management
- Khan and Jain, Financial Management
- Singh H.K., Business Finance

Latest edition of the text books should be used

Course Name III: BUSINESS LAW

Credits: 4

Max. Marks:25+75

Course Outcomes:

The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business. After the completion of the course, the students will be able to

CO1: Gain basic knowledge about Indian Contract Act Provisions.

CO2: Learn the sales of goods act.

CO3: Learn about the provisions of Negotiable Instruments Act, 1881.

CO4: Learn provisions of Membership in a company, meetings and Winding-Up.

Month	W. Days	Topics to be covered
January' 26	19	Unit I The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts
		Activity: To give a presentation on types of contracts Objective: To develop clear concept of the term contract. Methodology: Individual PPT Presentations by the students
February' 26	23	Unit II The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale Unit III The Negotiable Instruments Act, 1881: Nature and Types of negotiables instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonor and Discharge of Negotiable Instrument; Arbitration
March' 26	20	Unit IV The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up. Share capital, Membership, Meetings and Winding- Up
		Activity: Assignment on Negotiable instruments Objective: To develop concept of Negotiable instruments Methodology: Written assignment

April' 26	24	Revision & Mid term Examination
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Suggested Readings:

- Avatar Singh, Company Law
- Khergamwalla, JS, The Negotiable Instrument Act
- Ramaya A, A Guide to Companies Act
- Tuteja SK, Business Law for Managers

Latest edition of the text books should be used.

Course Name IV: MINOR COURSE

Course Title: BUSINESS COMMUNICATION

Credits: 6

Max. Marks:25+75

Course Outcomes: The objective of this paper is to give the basic knowledge about the Business Communication. After the completion of the course, the students will be able to

CO1: Gain basic knowledge about business communication.

CO2: Learn the concept of Corporate Communication: Formal and Informal.

CO3: Familiarize with Business Letter and gain oral presentation skills.

CO4: Understand about Modern forms of communication.

Month	W. Days	Topics to be covered
January' 26	19	Unit I Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication, Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication.
February' 26	23	Unit II Groups discussion, Mock-Interviews, Seminars, Individual and Group Presentations Unit III Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies; Oral & Non- verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, conducting Surveys;
		Activity: Power point presentation on by Students on process and types of communication. Objective: To make students aware about the topic communication. Methodology: Group Presentation of 3 students.
March' 26	20	Unit III Body Language, Para Language, Effective Listening, interviewing skill, Writing Resume, Letter and Application; Unit IV Modern forms of communication, international communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations, Writing and presenting in international situations.
		Activity: Role plays on interview skills Objective: To acquaint Students about the intricacies of interview process. Methodology: Mock Interview

Suggested Readings:

- Bapat & Davar, A Text book of Business Correspondence
- Bhende D.S., Business Communication
- David Berio, The Process of Communication
- Gowd & Dixit, Advance Commercial Correspondence
- Gurky J.M., A Reader in Human Communication

Latest edition of the text books should be used.

INDUSTRIAL FIELD WORKS

BBA- III Semester

Sl. No.	Place	Objective	Month	Course	Teacher In charge	Outcome
1	Family Bread	To Understand Business Environment and its impact on Business Unit	September'25	Business Environment	Dr. Rajiv Sikroria & Dr.Reena Baral	Students will be able to understand Business Environment and Marketing Practices

BBA- IV Semester

Sl. No.	Place	Objective	Month	Course	Teacher In-charge	Outcome
1.	Bank Visit/Cashpor Micro credit	To aware students with practical exposure of Fundamentals of Business Finance	February'26	Business Finance	Dr. Karunendra Pratap Singh & Ms. Vishakha Mishra	Students will be able to understand the basics of Business Finance

Department of Management

Academic Activities: 2025-26

S.No	EVENT	OBJECTIVE	COURSES	MONTH	TEACHER INCHARGE	OUTCOME
1	Prabandh Mantra	To Provide hand on experience on Management functions	Principles of Management	September 2025	Management faculty	Students will gain hand on management tools to organize annual fest
2	Workshop on Entrepreneurship (in collaboration with AIC & Start up club)	To acquaint students about the entrepreneurial skills.	Entrepreneurship	September 2025	Dr. Reena & Dr. Rajiv Sikroria	The student will develop the entrepreneurial skills
3	Session on Digital Marketing (SEGA)	To understand fundamentals of digital Marketing	Marketing theories and Practices	October 2025	Dr. Karunendra & Ms Vishakha Mishra	Students will aware of different aspects of Digital Marketing
4	Admad Show	To understand the fundamentals of Panel Discussion.	Marketing Communication and Advertising Management	November 2025	Dr. Rajiv Sikroria & Ms. Swati Srivastava	Students will learn fundamentals of creativity and advertising copy
5	Business Plan Competition in collaboration with start up club	To aware students about Business World	Business Environment	March 2026	Ms Swati Srivastava & Dr Reena Baral	Students will be able to develop Business plan
6	Panel Discussion on Budget 2026	To analyses Budget 2026 on different functional areas.	Business Policy, Goods and Service Tax & Income Tax	March 2026	Dr. Karunendra & Ms Vishakha Mishra	Students will develop analyzing skills.
7	Case Study Workshop	To acquaint students about fundamentals of case solution and discussion	Management	April 2026	Dr. Rajiv Sikroria & Dr. Karunendra Pratap Singh	The student will learn to solve and discuss case