## TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY



Wardha Road, Nagpur - 441108
Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)
Approved by AlCTE, New Delhi, Govt. of Maharashtra
(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



## SCHEME OF INSTRUCTION & SYLLABI Programme: Bachelor of Business Administration

First Year BBA Semester – I

| S.  | Туре | Course Code | Subject  |    | onta<br>Iour |   | Credits | % Welgntage |       |    | ESE<br>Duration | Total |       |
|-----|------|-------------|--|----|--------------|---|---------|-------------|-------|----|-----------------|-------|-------|
| No. | Турс | Course Coue | Subject  | L  | T            | P |         | CT-1        | CT-II | CA | ESE             | Hours | Marks |
| 1   | CC   | BBA11101    | Principles and<br>Practices of<br>Management                   | 3  | 1            | 0 | 4       | 15          | 15    | 10 | 60              | 3     | 100   |
| 2   | CC   | BBA11102    | Financial Accounting   |    | 1            | 0 | 4       | 15          | 15    | 10 | 60              | 3     | 100   |
| 3   | CC   | BBA11103    | Business Statistics and Logic                                  | 3  | 1            | 0 | 4       | 15          | 15    | 10 | 60              | 3     | 100   |
| 4   | AEC  | BBA11104    | Business<br>Communication – I<br>(Lab)                         | 0  | 0            | 4 | 2       | 7           | 7     | 6  | 30              | 2     | 50    |
| 5   | VAC  | BBA11105    | Environmental Science and Sustainability                       | 2  | 0            | 0 | 2       | 7           | 7     | 6  | 30              | 2     | 50    |
| 6   | MDE  | BCA11106    | Indian Science and<br>Technology (Past,<br>Present and Future) | 2  | 0            | 0 | 2       | 7           | 7     | 6  | 30              | 2     | 50    |
| 7   | AEC  | BSH41104    | Digital wellness &<br>Basic Communication<br>Lab               | 0  | 0            | 4 | 2       | 0           | 0     | 25 | 25              | 2     | 50    |
| 8   | AEC  | BSH41X01    | Liberal Learning<br>Courses – I Lab                            | 0  | 0            | 4 | 2       | 0           | 0     | 25 | 25              | 2     | 50    |
|     |      |             |  | 14 | 4            | 8 | 22      | 66          | 66    | 98 | 320             | 19    | 550   |

#### TOTAL CREDITS: = 22

| Course Category | CC | AEC | MDE | VAC |
|-----------------|----|-----|-----|-----|
| Credits         | 12 | 6   | 2   | 2   |
| Cumulative Sum  | 12 | 6   | 2   | 2   |

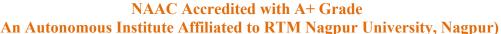
| Apay.    | Sparam | ( OD)          | Meliz     | 15/05/2025  | 1.0     |
|----------|--------|----------------|-----------|-------------|---------|
| Chairman | Dean   | Vice Principal | Principal | Date of BoS | Version |



#### Tulsiramji Gaikwad-Patil College of Engineering and Technology

Wardha Road, Nagpur-441 108







| Program: Bachelor of Business Administration Semester - I |             |                                       |           |           |  |  |  |
|---|-------------|---------------------------------------|-----------|-----------|--|--|--|
| Teaching  | Scheme      |                                       | Examinati | on Scheme |  |  |  |
| Lecture   | 3 Hrs./week |                                       | CT-I      | 15 Marks  |  |  |  |
| Tutorial  | 1 Hrs./week | BBA11101: Principles and Practices of | CT-II     | 15 Marks  |  |  |  |
|   |             |                                       |           |           |  |  |  |

| Lecture               | 3 Hrs./week |                                       | CT-I               | 15 Marks  |
|-----------------------|-------------|---------------------------------------|--------------------|-----------|
| Tutorial              | 1 Hrs./week | BBA11101: Principles and Practices of | CT-II              | 15 Marks  |
| <b>Total Credits</b>  | 4           | Management                            | CA                 | 10 Marks  |
| D (I CEC)             |             | G                                     | ESE                | 60 Marks  |
| <b>Duration of ES</b> | E: 3Hrs.    |                                       | <b>Total Marks</b> | 100 Marks |

| Course | Obi | iectives: |
|--------|-----|-----------|
|        |     | ,         |

- To understand the basic concepts, principles, and theories of management
- 2. To examine the essential functions of managers
- 3. To analyze the impact of globalization, diversity, and ethics on management.
- To develop skills in strategic planning, decision-making, and leadership

#### **Course Contents**

## Unit I

Introduction to Management: Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling.

## **Unit II**

Planning, Organizing and Staffing: Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational; Planning process and techniques; Decision- making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment

## Unit III

Leading, Directing and Controlling: Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.

### **Unit IV**

Strategic Management, Ethics and Social Responsibility: Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.

#### **Text Books**

T.1 Rao, V. S. P. Management Principles and Applications. Taxmann Publications.

| T.2          | Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston   |  |  |  |  |
|--------------|---|--|--|--|--|
| T.3          | Kapoor, Premvir, Principles of Management, Khanna Book Publishing   |  |  |  |  |
| T.4          | ones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education   |  |  |  |  |
| T-5          | Robbins, S. P. & Coulter, M. A. Management. Pearson.  |  |  |  |  |
| Reference    | ce Books  |  |  |  |  |
| R.1          | R.1 Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business   Harvard Business Review Press   5813BC-PDF-ENG |  |  |  |  |
| Useful Links |   |  |  |  |  |
| 1            | 1 https://hbsp.harvard.edu/product/5813BC-PDF-ENG?Ntt=practices+of+management   |  |  |  |  |

#### **Reflective Exercises and Cases:**

- Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra | F. Warren McFarlan, Espen Andersen, Ramiro Model curriculum for UG Degree in BBA Montealegre | Harvard Business School | 308079-PDF-ENG| <a href="https://hbsp.harvard.edu/product/308079-PDF-ENG">https://hbsp.harvard.edu/product/308079-PDF-ENG</a>?
- 2. ATH Technologies by Robert Simons and Jennifer Packard https://www.hbs.edu/faculty/Pages/item.aspx?num=52711
- 3. Article review and discussion: Application of Ancient Indian Philosophy in Modern Management <a href="http://www.irdindia.in/journal\_ijrdmr/pdf/vol5\_iss4/8.pdf">http://www.irdindia.in/journal\_ijrdmr/pdf/vol5\_iss4/8.pdf</a>
- 4. Review of Lincoln Electric Co. by Norman Berg.
- 5. Review of Hawthorne case.
- Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <a href="https://hbsp.harvard.edu/product/R1003G-PDF-ENG">https://hbsp.harvard.edu/product/R1003G-PDF-ENG</a>?
- 7. Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbhai Hardikar | Mukund Dixit, Sanjay Verma | IIM Ahmedabad | A00135-PDF-ENG
  - https://hbsp.harvard.edu/product/A00135-PDF-ENG?
- 8. Forest Essentials: Demystifying India's Luxury Ayurveda Brand | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG| <a href="https://hbsp.harvard.edu/product/W28410-PDF-ENG">https://hbsp.harvard.edu/product/W28410-PDF-ENG</a>?
- 9. Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG | <a href="https://hbsp.harvard.edu/product/W36939-PDF-ENG">https://hbsp.harvard.edu/product/W36939-PDF-ENG</a>?

  PDF-ENG?
- 10. How Do Great Leaders Overcome Adversity? By Mayo (2024) <a href="https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity">https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity</a>
- 11. Leadership principles from Hindu scriptures <a href="https://blog.hua.edu/blog/leadership-principlesfrom-hindu-scriptures">https://blog.hua.edu/blog/leadership-principlesfrom-hindu-scriptures</a>
- 12. Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF-ENG | https://hbsp.harvard.edu/product/H06YSB-PDF-ENG?
- 13. Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing | W88C34-PDF-ENG | https://hbsp.harvard.edu/product/W88C34-PDF-ENG?

| Code       | Course Outcome (CO)   | CL | Class<br>Session |
|------------|---|----|------------------|
| BBA11101.1 | Explain the fundamental principles and functions of management and describe various schools of management thought.                  | 2  | 10               |
| BBA11101.2 | Apply planning techniques and decision-making tools to develop effective organizational structures and staffing strategies.         | 3  | 10               |
| BBA11101.3 | Analyze leadership and motivation theories along with control systems to enhance managerial effectiveness.                          | 4  | 10               |
| BBA11101.4 | Evaluate strategic management processes and ethical practices to recommend sustainable and socially responsible business decisions. | 5  | 10               |







## Tulsiramji Gaikwad-Patil College of Engineering and Technology

Wardha Road, Nagpur-441 108







| (An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur) |               |   |   |   |                  |                |  |  |  |  |
|---|---------------|---|---|---|------------------|----------------|--|--|--|--|
| Program: Bachelor of Business Administration Semester-I               |               |   |   |   |                  |                |  |  |  |  |
|   | Tea           | ching   | Scheme  |   | Examinati        | on Scheme      |  |  |  |  |
|   | Lectur        | re  | 3 Hrs./week   |   | CT-I             | 15 Marks       |  |  |  |  |
| Tutorial  |               | ial   | 1 Hrs./week   | <b>BBA11102: Financial Accounting</b>             | CT-II            | 15 Marks       |  |  |  |  |
| To  | tal Cr        | edits   | 4   |   | CA               | 10 Marks       |  |  |  |  |
| Du  | entine e      | of ESE:   | 211   |   | ESE              | 60 Marks       |  |  |  |  |
| Dui   | ation (       | oi ese:   | SHIS.   |   | Total Marks      | 100 Marks      |  |  |  |  |
|   |               | <b>)</b> bjectiv  |   |   |                  |                |  |  |  |  |
| 1.  | To p          | rovide  | an understandir   | ng of application of various principles and pra   | actice of accoun | nting.         |  |  |  |  |
| 2.  | To d          | lemons  | trate the know  | ledge on the process of accounting cycle          | and basic step   | s involved in  |  |  |  |  |
|   |               | unting  |   |   |                  |                |  |  |  |  |
| 3.  |               |   |   | systematic maintenance of books of account        |                  |                |  |  |  |  |
| 4.  | To es         | stimate   | Annual Financ   | ial statements of Sole proprietorship and Cor     | mpany form of    | business.      |  |  |  |  |
|   |               | Τ   | 1 4° 4 A  | Course Contents                                   | 4 · N. 1         | r              |  |  |  |  |
|   |               |   |   | ounting, Accounting system and process: N         | -                |                |  |  |  |  |
|   |               |   | _   | rmation system, Stakeholder using account         | _                |                |  |  |  |  |
| T T   | nit I         |   | aspects of financial accounting, Accounting standards in India and International (outline),   |   |                  |                |  |  |  |  |
| U.  | IIIt I        | Branches of Accounting, Types of Business Organizations, Accounting taxonomy, Accounting        |   |   |                  |                |  |  |  |  |
|   |               |   | concepts and conventions, Accounting concept of income and expenditure, Classification of   |   |                  |                |  |  |  |  |
|   |               | _   | capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets |   |                  |                |  |  |  |  |
|   |               |   |   | ions and Trial balance:                           | etitious assets  |                |  |  |  |  |
| **  |               |   |   | , Entry in Journal, Purchases, sales, Returns     | s. Receivables.  | and pavables.  |  |  |  |  |
| Ur  | nit II        |   | Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST  |   |                  |                |  |  |  |  |
|   |               | transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors. |   |   |                  |                |  |  |  |  |
|   |               |   |   |   | ·                |                |  |  |  |  |
| <b>T</b> T  | •4 ТТТ        | Fina  | Final Accounts: Preparation of Trading and Profit and Loss account, cash books, and Balance   |   |                  |                |  |  |  |  |
| Un  | it III        |   | Sheet of sole trading concerns, importance of disclosures in final accounts   |   |                  |                |  |  |  |  |
|   |               |   |   | -   |                  |                |  |  |  |  |
|   |               | Com   | pany Final Ac   | <b>counts:</b> Introduction to company – kinds, s | hare capital, is | sue of shares, |  |  |  |  |
|   |               |   |   | its, financial statements as per Companies        |                  |                |  |  |  |  |
| Hn  | it IV         | Prepa   | aration of Fina   | ncial Statements, Preparation of Income s         | tatement and l   | Balance sheet  |  |  |  |  |
| UII   | IIL I V       | (horiz  | zontal and Vert   | ical). Green Accounting and Sustainable Rep       | orting- Need a   | nd objectives, |  |  |  |  |
|   |               | Susta   | Sustainability reporting need and methods, data collection, analysis for sustainable reporting to   |   |                  |                |  |  |  |  |
|   |               |   | ove value of bu   | siness, IFRS Financial sustainability disclosu    | re standards.    |                |  |  |  |  |
| Tex   | kt Boo        |   |   |   |                  |                |  |  |  |  |
| Т   | 7.1           |   |   | L Basic Financial Accounting I, New Dell          | hi, Kalyani pub  | lishers        |  |  |  |  |
|   | 9788125937142 |   |   |   |                  |                |  |  |  |  |

Kimmel, Financial accounting, Wiley Publications

| Т.3      | Gupta, A Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.     |  |  |  |  |
|----------|--|--|--|--|--|
| T.4      | S.N. Maheshwari, and S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.        |  |  |  |  |
| T.5      | T.5 Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning. |  |  |  |  |
| Referen  | ce Books   |  |  |  |  |
| R.1      | Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications                         |  |  |  |  |
| R.2      | Shukla and Grewal: Advanced Accounts (S. Chand & Ltd. New Delhi)                                       |  |  |  |  |
| Useful L | inks   |  |  |  |  |
| 1        | https://open.umn.edu/opentextbooks/textbooks/4   |  |  |  |  |
| 2        | Accounting for sustainability: www.ifac.org  |  |  |  |  |
| 3        | IFRS sustainability standards: www.ifrs.org  |  |  |  |  |

### **Suggested Cases**

- Smokey Valley Cafe
   Irrigation Equipment's Limited
   Monarch Trading Company

| Code       | Course Outcome (CO)  | CL | Class<br>Session |
|------------|--|----|------------------|
| BBA11102.1 | Describe the fundamental accounting concepts, conventions, branches, and qualitative aspects of financial accounting, including stakeholder needs and standards. | 2  | 10               |
| BBA11102.2 | Apply accounting principles to record financial transactions in journals and ledgers and prepare a trial balance for accuracy.                                   | 3  | 10               |
| BBA11102.3 | Prepare Trading, Profit & Loss Accounts and Balance Sheets for sole proprietorships, incorporating necessary disclosures.  | 3  | 10               |
| BBA11102.4 | Analyze company final accounts and sustainability reports in accordance with the Companies Act 2013 and IFRS standards.  | 4  | 10               |



## Tulsiramji Gaikwad-Patil College of Engineering and Technology Wardha Road, Nagpur-441 108







| (An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)   |  |                |   |  |                |  |  |
|---|--|----------------|---|--|----------------|--|--|
| Program: Bachelor of Business Administration Semester-I   |  |                |   |  |                |  |  |
| Teaching Scheme   |  |                |   | Examinati                                  | on Scheme      |  |  |
| Lectur  | e  | 3 Hrs./week    |   | CT-I                                       | 15 Marks       |  |  |
| Tutori  | al   | 1 Hrs./week    | <b>BBA11103: Business Statistics and</b>        | CT-II                                      | 15 Marks       |  |  |
| Total Cre   | edits  | 4              | Logic   | CA   | 10 Marks       |  |  |
| D4:   | ¢ E G E  | . 211          |   | ESE  | 60 Marks       |  |  |
| Duration o  | I ESE  | : 3Hrs.        |   | <b>Total Marks</b>                         | 100 Marks      |  |  |
| Course O  |  |                |   |  |                |  |  |
|   |  |                | logical reasoning in human inquiry.             |  |                |  |  |
|   |  |                | ng skills and summarize data with clarity.      |  |                |  |  |
|   |  |                | g of application of relevant concepts of Statis | stics to a                                 |                |  |  |
|   |  | ness scenario. | 11        | , , , , , 1 1                              | 1 1            |  |  |
|   | in trei  | -              | blems and make decisions using appropriate      | statistical mod                            | eis and        |  |  |
|   |  |                | dge on the process of organizing a data and     | conduct statistic                          | cal treatment. |  |  |
|   |  |                | Course Contents                                 |  |                |  |  |
| Unit I  Classification and tabulation of data, frequency distribution, diagrams and graphs, measur central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mand harmonic mean (theory only) and meaning of partition values- quartiles, decipercentiles, measures of dispersion - range, quartile deviation, mean deviation from mean median, standard deviation and coefficient of variation.  Skewness - meaning, difference between dispersion and skewness, Karl Pearson's |  |                |   | tiles, deciles, rom mean and Pearson's and |                |  |  |
| Unit II   | Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.  Correlation and Regression: Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error. regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients. meaning, |                |   |  |                |  |  |
| Unit III  | Unit III Probability and Probability distributions: Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions – binomial, poisson and normal distributions, expected value.   |                |   |  |                |  |  |
| Unit IV Introduction to Logic: Number series, coding decoding and odd man out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning   |  |                |   |  |                |  |  |
| Text Boo  | ks   |                |   |  |                |  |  |

Levin R. I.& Rubin D. S. Statistics for Management. Delhi: Pearson.

| T.2          | Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing   |  |  |
|--------------|---|--|--|
| T.3          | SP Gupta. Statistical Methods, Sultan Chand and Sons  |  |  |
| T.4          | SC Gupta. Fundamentals of Statistics, Himalaya Publishing House   |  |  |
| T.5          | Sharma, Gupta, The Practice of Business Statistics, Khanna Publishing House.  |  |  |
| T.6          | Sharma J.K. Business Statistics, Vikas Publishing House   |  |  |
| Reference    | Reference Books   |  |  |
| R.1          | Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. Interfaces, 37(6), 570-576 |  |  |
| R.2          | Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? Behavioral and Brain Sciences, 23(5), 645-665.      |  |  |
| Useful Links |   |  |  |
| 1            | https://open.umn.edu/opentextbooks/textbooks/4  |  |  |

| Code       | Course Outcome (CO)   | CL | Class<br>Session |
|------------|---|----|------------------|
| BBA11103.1 | Explain and interpret various measures of central tendency, dispersion, skewness, and kurtosis used in statistical data analysis. | 2  | 10               |
| BBA11103.2 | Apply correlation and regression techniques to analyze and interpret relationships between variables.                             | 3  | 10               |
| BBA11103.3 | Solve problems related to probability and use appropriate probability distributions to model random events.                       | 3  | 10               |
| BBA11103.4 | Analyze and solve logical reasoning problems using number series, coding-decoding, seating arrangements, and deductive reasoning. | 4  | 10               |

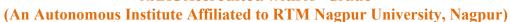
forent.

Lowan.



## Tulsiramji Gaikwad-Patil College of Engineering and Technology Wardha Road, Nagpur-441 108







|   | (All Autonomou  | s institute Alimated to KTM Nagpur Univ          | ersity, Nagpui            | )             |
|---|---|--|---------------------------|---------------|
| Program   | n: Bachelor of Bu   | siness Administration                            |                           |               |
| Semester-   | I BBA11104: Busi  | ness Communication-I                             |                           |               |
| <b>Teaching Scheme</b>  |   |  | <b>Examination Scheme</b> |               |
| Theory  | y 3 Hrs./week   | DD 411104. Dusiness Communication I              | CT-I                      | 15 Marks      |
| Tutoria   | al -  | BBA11104: Business Communication-I (Lab)         | CT-II                     | 15 Marks      |
| <b>Total Cre</b>  | dits 3  | (Lab)  | CA                        | 10 Marks      |
| Duration o  | f ESE: 3Hrs   |  | ESE                       | 60 Marks      |
| Pre-Requ  | isites:   |  | Total Marks               | 100 Marks     |
|   | Objectives:   |  |                           |               |
| 1. To de  | evelop awareness of the   | ne complexity of the communication process.      |                           |               |
|   |   |  |                           |               |
| 2. To de  | velop effective listen  | ing skills in students so as to enable them to   | comprehend ins            | struction and |
|   | ne a critical listener.   |  |                           |               |
|   |   | kills so as to enable students to speak confide  | ently interperso          | nally a well  |
|   | large groups.   | 1 '11  | 1 .                       | •             |
|   | welop effective writing<br>udience cantered man   | ag skills so as enable students to H. Title in a | clear, concise,           | persuasive    |
|   |   |  | c media                   |               |
| 5. To develop ability to communicate effectively with the help of electronic media  Course Contents   |   |  |                           |               |
| Unit I Concept of Communication, Channels and Objectives of Communication 3 Channels, Methods and Modes of Communication Verbal and Nonverbal, Problems in Communication / Barriers to Communication, listening.  |   |  |                           |               |
| Unit II   | Business Correspondence: Theory of Business Letter Writing, Personnel Correspondence,  Statement of Purpose Job Application Letter and Resume Letter of Acceptance of Job Offer,  Letter of Resignation |  |                           |               |
| Unit III  | Unit III Language and Writing Skills: Paragraph Writing, Commercial Terms used in Business Communication  |  |                           |               |
| Unit IV Group Discussion: Understanding the nature of discussion, Difference between debate discussion, Ways to form and present the arguments, Ways to defend.  Creative writing to know one's own thoughts and creative expressions of those though different forms such as Stories, Poems, First Person Narration, Diary, etc. |   |  |                           |               |
| Text Book   | KS  |  |                           |               |

Business Communication & Communicative English, by Swati Samantaray

| T.2          | Basic Business Communication by S.N. Prasad   |  |  |
|--------------|---|--|--|
| T.3          | Ghanekar. A (1996) Communication Skills for Effective Management. Everest Publishing    |  |  |
| 1.3          | House. Pune.  |  |  |
| Reference    | Reference Books   |  |  |
| D 1          | Bovee, Courtland, John Thill & Mukesh Chaturvedi. Business Communication Today: Dorling |  |  |
| R.1          | kindersley, Delhi   |  |  |
| R.2          | Kaul, Asha: Business Communication: Prentice-Hall of India, Delhi                       |  |  |
| Useful Links |   |  |  |
| 1            | https://open.umn.edu/opentextbooks/textbooks/4  |  |  |

| Sr.<br>No.                                       | Experiment Name  | Aim of the Experiment  |
|--|--|--|
| 1  | Channels of Communication  | To identify and demonstrate the use of the major channels of communication in business.    |
| 2  | Verbal vs. Nonverbal<br>Communication  | To understand and compare the effectiveness of verbal and nonverbal communication methods. |
| 3  | Barriers to Communication  | To identify common barriers to communication and explore strategies to overcome them.      |
| 4 Listening Skills Assessment                    |  | To evaluate the importance of listening in communication through a practical activity.     |
| 5  | Drafting a Business Letter   | To learn the format and tone of professional business letter writing.                      |
| 6 Writing a Resume and Job To Application Letter |  | To create a structured resume and job application for a chosen job role.                   |
| 7  | Writing a Statement of Purpose (SOP)   | To write an effective SOP highlighting academic and career goals.                          |
| 8  | Paragraph Writing using Business<br>Terms  | To enhance paragraph writing skills using key commercial and business-related terminology. |
| 9  | 9 Conducting a Group Discussion To understand the structure of group discussion and practice argues formulation and defence. |  |
| 10   | Creative Writing: First Person<br>Diary Entry or Short Story   | To express personal thoughts creatively using diary entry or storytelling format.          |

| Code | Course Outcome (CO)   | CL | Class    |
|------|---|----|----------|
|      |   |    | Sessions |
| CO1  | Understand the concept, objectives, channels, and barriers of             | 2  | 6        |
|      | communication, including listening skills and verbal/non-verbal modes.    |    |          |
| CO2  | Apply principles of business correspondence to write formal letters       | 3  | 6        |
|      | such as job applications, SOPs, resumes, acceptance and resignation       |    |          |
|      | letters.  |    |          |
| CO3  | Demonstrate effective use of written language skills including            | 3  | 6        |
|      | paragraph writing and business vocabulary in professional contexts.       |    |          |
| CO4  | Develop interpersonal and creative expression through group               | 6  | 6        |
|      | discussions and forms of creative writing like stories, poems, and first- |    |          |
|      | person narratives.  |    |          |

Joseph .

Labram.



#### TulsiramjiGaikwad-Patil College of Engineering and Technology

Wardha Road, Nagpur-441 108







| Program: Bachelor of Bu | siness Administration Semester-1 |           |      |
|-------------------------|----------------------------------|-----------|------|
| <b>Teaching Scheme</b>  |                                  | Examinati | on S |
|                         |                                  |           |      |

| Teaching             | Scheme      |  | Examinati          | on Scheme |
|----------------------|-------------|--|--------------------|-----------|
| Lecture              | 2 Hrs./week |  | CT-I               | 7 Marks   |
| Tutorial             | 0           | <b>BBA11106: Environmental Science</b> | CT-II              | 7 Marks   |
| <b>Total Credits</b> | 2           | and Sustainability                     | CA                 | 6 Marks   |
| D. C. CEGE O.H.      |             |  | ESE                | 30 Marks  |
| Duration of ESE      | : 2 Hrs.    |  | <b>Total Marks</b> | 50 Marks  |

#### **Course Objectives:**

- To familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges.
- Equip students to make decisions that consider environmental consequences. 2.
- Enable future business graduates to become environmentally sensitive and responsible managers.

| Course Contents |  |  |  |  |
|-----------------|--|--|--|--|
|                 | Understanding Environment, Natural Resources, and Sustainability: Fundamental                      |  |  |  |
| Unit I          | environmental concepts and their relevance to business operations; Components and segments         |  |  |  |
|                 | of the environment, the man-environment relationship, and historical environmental                 |  |  |  |
|                 | movements. Concept of sustainability; Classification of natural resources, issues related to their |  |  |  |
|                 | overutilization, and strategies for their conservation. Sustainable practices in managing          |  |  |  |
|                 | resources, including deforestation, water conservation, energy security.                           |  |  |  |
|                 | Ecosystems, Biodiversity, and Sustainable Practices: Various natural ecosystems, learning          |  |  |  |
|                 | about their structure, functions, and ecological characteristics. The importance of biodiversity,  |  |  |  |
| Unit II         | the threats it faces, and the methods used for its conservation. Ecosystem resilience,             |  |  |  |
|                 | homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem                 |  |  |  |
|                 | management.  |  |  |  |

#### types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate **Unit III**

change, ozone layer depletion, the greenhouse effect, and acid rain. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters Legislation, and Practical Applications: Overview of key environmental legislation and the

Environmental Pollution, Waste Management, and Sustainable Development: Various

## **Unit IV**

judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; human population growth.

#### **Text Books**

| T.1 | Poonia, M.P. Environmental Studies, Khanna Book Publishing Co.                                |
|-----|---|
| T.2 | Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.                 |
| T.3 | Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd. |

| Referen  | Reference Books  |  |  |  |
|----------|--|--|--|--|
| R.1      | Rajagopalan, R. Environmental studies: from crisis to cure, Oxford University Press.                       |  |  |  |
| R.2      | Miller, G.T. & Spoolman S. Living in the Environment. Cengage  |  |  |  |
| Useful I | inks   |  |  |  |
| 1        | https://onlinecourses.swayam2.ac.in/imb23 mg55/preview   |  |  |  |
| 2        | https://www.ourplanet.com  |  |  |  |
| 3        | https://www.undp.org/content/undp/en/home/sustainable-development-goals.html                               |  |  |  |
| 4        | www.myfootprint.org  |  |  |  |
| 5        | https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem/ecosystem/html |  |  |  |

| Code          | Course Outcome (CO)  | CL | Class<br>Sessions |
|---------------|--|----|-------------------|
|               | Explain the fundamental environmental concepts, natural resource issues, and sustainable resource management practices relevant to business. | 2  | 7                 |
| I KKALLIIIA / | Analyze ecosystem functions and biodiversity conservation methods to support sustainable ecosystem management.                               | 4  | 7                 |
| REALLINA      | Evaluate the causes and effects of pollution and recommend sustainable waste management and cleaner technology practices.                    | 5  | 7                 |
| I KKALIHA/I   | Interpret key environmental laws and assess their role in promoting environmental justice and sustainable development.                       | 2  | 7                 |

Joseph .

Lowan.



# TulsiramjiGaikwad-Patil College of Engineering and Technology Wardha Road, Nagpur-441 108







| Program: Bachelor of Business Administration Semester-I |   |  |  |                           |              |  |  |  |  |
|---|---|--|--|---------------------------|--------------|--|--|--|--|
| <b>Teaching Scheme</b>                                  |   |  |  | <b>Examination Scheme</b> |              |  |  |  |  |
| Lecture 2 Hrs./w  |   | e 2 Hrs./week  | DD 411105. L. P C  | CT-I                      | 7 Marks      |  |  |  |  |
| Tutorial  |   | <b>al</b> 0  | BBA11105: Indian Science and   | CT-II                     | 7 Marks      |  |  |  |  |
| Total Credits 2   |   | dits 2   | Technology (Past, Present and Future)  | CA                        | 6 Marks      |  |  |  |  |
| Du  | matian a  | f ESE: 2 Hrs.  | Tuture)  | ESE                       | 30 Marks     |  |  |  |  |
| Dui   | ration o  | I ESE: 2 Hrs.  |  | Total Marks               | 50 Marks     |  |  |  |  |
| Co  | Course Objectives:  |  |  |                           |              |  |  |  |  |
| 1.  | 1. To familiarize learners with major sequential development in Indian science, engineering and technology. |  |  |                           |              |  |  |  |  |
| 2.  |   | view & strengthen the ancient discovery and research in physics, chemistry, maths, metallurgy,   |  |                           |              |  |  |  |  |
|   |   |  | xtile, transport, agriculture and Ayurveda etc.  |                           |              |  |  |  |  |
| 3.  |   | =  | lp students to trace, identify and develop the ancient knowledge systems to make meaningful bution to development of science today   |                           |              |  |  |  |  |
| 4.  |   |  | pparently rational, verifiable and universal so  | olution from an           | cient Indian |  |  |  |  |
|   |   | knowledge system for the scientific, technological and holistic development of physical, mental and  |  |                           |              |  |  |  |  |
|   |   | ual wellbeing.   |  | 1 2                       |              |  |  |  |  |
|   |   |  | <b>Course Contents</b>   |                           |              |  |  |  |  |
| Unit I  |   | Indian Traditional Knowledge - Science and Practices: Introduction to the Science and way of doing science and research in India, Ancient Science in Intra & Inter Culture Dialogue & coevolution. Traditional agricultural practices, Traditional water-harvesting practices, Traditional Livestock and veterinary Sciences Traditional Houses & villages, Traditional Forecasting, Traditional Ayurveda & plant-based medicine, Traditional writing Technology.  |  |                           |              |  |  |  |  |
| Unit II   |   | Agriculture in India: krishisuktas, Krishiparashara, Brihatsamhita, Types of crops, Manures, Types of land- devamatruka, nadimatruka, use of animals in warfare, animal husbandry, Animals for medicines. Ancient transport in India   |  |                           |              |  |  |  |  |
| Unit III  |   | Ancient Indian Science (Textile, Agriculture, Transport): Textile Technology in India: Cotton (natural cellulose fiber), silk, wool (natural protein fibers), bast and leaf fibers, mridhudhautadhupitambaram (meaning a practice of fumigating the fabric with incence smoke before use as a part of the finishing process), sitadhautavasanayugala (bleached white—a finishing process); suchhastah, sutradharah (needle and thread – tools for stiching). dyeing, washing spinning and weaving technology |  |                           |              |  |  |  |  |
| Unit IV Introd comm yoga,                               |   | Introduction to Ay communication betw yoga, astang yoga, g tridosha & triguna.   | Ancient Indian Science (Ayurveda & Yoga) Ayurveda for Life, Health and Well-being: ntroduction to Ayurveda: understanding Human body and Pancha maha bhuta, the ommunication between body & mind, health regimen for wellbeing, introduction to yoga (raja roga, astang yoga, gyan yoga), understanding of Indian psychological concept, consciousness, ridosha & triguna. |                           |              |  |  |  |  |
| 167   | I CAL DUUKS   |  |  |                           |              |  |  |  |  |

Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.

| T.2   | Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995. |  |  |  |  |
|---|---|--|--|--|--|
| T.3   | Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.   |  |  |  |  |
| T.4   | SK Das, The education system of Ancient hindus, Gyan publication house, India   |  |  |  |  |
| Reference Books  R.1 R P Kulkarni, Glimpese of Indian Engineering and Technology (Ancient & Medieval period, Munshiram Manoharlal Publishers Pvt. Ltd. 2018 |   |  |  |  |  |
| R.2   | AK Pathak, Science and Technology in India, Anshika prakashan pratapgarh, 2016  |  |  |  |  |
| R.3   | PB Sharma, S. Narain, Doctors Scientists and Engineers of Ancient India, Kalpaz Publications 2017   |  |  |  |  |
| Useful Links  |   |  |  |  |  |
| 1   | https://onlinecourses.swayam2.ac.in/imb23 mg55/preview  |  |  |  |  |

| Code       | Course Outcome (CO)   | CL | Class<br>Sessions |
|------------|---|----|-------------------|
| BBA11105.1 | Describe the principles and practices of traditional Indian sciences in agriculture, water, medicine, and architecture.         | 2  | 7                 |
| BBA11105.2 | Explain ancient Indian agricultural practices, crop types, land classification, and use of animals in agriculture and medicine. | 2  | 7                 |
| BBA11105.3 | Analyze traditional Indian textile and transport technologies and their relevance to sustainable practices.                     | 4  | 7                 |
| BBA11105.4 | Apply concepts of Ayurveda and Yoga to understand human wellbeing, body-mind balance, and traditional Indian psychology.        | 3  | 7                 |

forens.

Lower.