



# TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



## Programme: Bachelor of Business Administration Scheme of Instructions: First Year BBA Semester – II

S. No.	Type	Sub Code	Subject	Contact Hours			Credits	% Weightage				ESE Duration Hours	Total Marks
				L	T	P		CT-I	CT-II	CA	ESE		
1	CC	BBA11201	Human Behavior and organization	3	1	0	4	15	15	10	60	3	100
2	CC	BBA11202	Marketing Management	3	1	0	4	15	15	10	60	3	100
3	CC	BBA11203	Business Economics	3	1	0	4	15	15	10	60	3	100
4	SEC	BBA11204	Emerging Technologies and application	1	0	2	2	07	07	06	30	2	50
5	MDE	BBA11205	Media literacy and Critical Thinking	1	1	0	2	07	07	06	30	2	50
6	VAC	BBA11206	Indian Constitution	2	0	0	2	07	07	06	30	2	50
7	AEC	BBA11207	Business Communication – II Lab	0	0	4	2	-	-	25	25	2	50
8	AEC	BSH41Y01	Liberal Learning Courses – II Lab	0	0	4	2	0	0	25	25	2	50
				13	4	10	22	66	66	98	320	19	550

TOTAL CREDITS: 22+22=44

Course Category	CC	AEC	MDE	VAC	SEC
Credits	12	4	2	2	2
Cumulative Sum	24	10	4	4	2

				15/05/2025	1.0
Chairman	Dean	Vice Principal	Principal	Date of BoS	Version



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 Wardha Road, Nagpur-441 108  
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**Program: Bachelor of Business Administration Semester-II**

Teaching Scheme		BBA11201: Human Behavior and Organization	Examination Scheme	
Lecture	3 Hrs./week		CT-I	15 Marks
Tutorial	1 Hrs./week		CT-II	15 Marks
Total Credits	4		CA	10 Marks
Duration of ESE: 3 Hrs.			ESE	60 Marks
			Total Marks	100 Marks

**Course Objectives:**

1. Explain the concept and importance of Organizational Behavior in modern business.
2. Understand individual differences in personality, attitudes, perception and learning.
3. Apply motivation and leadership theories to practical organizational situations.
4. Analyze group behavior, team processes and organizational conflicts and suggest suitable conflict-handling strategies

**Course Contents**

<b>Unit I</b>	<b>Introduction to Human Behavior &amp; Organizational Behavior:</b> Organizational Behavior (OB): Meaning, nature and scope of OB, Relevance of OB in today's business environment Foundations of Individual Behavior: Biographical characteristics (age, gender, tenure, etc.) Meaning and characteristics of learning, Basic learning process, Theories of learning: Classical Conditioning, Operant Conditioning, Social Learning Theory.
<b>Unit II</b>	<b>Personality, Attitudes and Perception:</b> Personality: Meaning and definition of personality, Determinants of personality – heredity, environment, situation, Personality traits Attitudes: Meaning and importance of attitudes, behavioral, Perception: Nature and significance of perception in organizations, Perceptual process, Common perceptual errors (halo effect, stereotyping, projection, attribution errors).
<b>Unit III</b>	<b>Motivation and Leadership Motivation:</b> Meaning and importance of work motivation, Types of motivation, Theories of motivation: Maslow's Need Hierarchy Theory, Herzberg's Two-Factor Theory, Vroom's Expectancy Theory, Leadership: Nature and importance of leadership, Manager vs Leader, Leadership theories: Trait Theory, Behavioral theory, Situational Leadership Theory, contingency Theory. Leadership styles – autocratic, democratic, laissez-faire; task-oriented vs people-oriented Leader.
<b>Unit IV</b>	<b>Group Dynamics and Organizational Conflicts:</b> Group Behavior in Organizations: Meaning of group and team, Group dynamics: concept and importance, Types of groups, Group development: stages of group development, Group cohesiveness – meaning, factors affecting cohesiveness, Conflicts: Meaning and nature of organizational conflict, Levels and types of conflict – intra-personal, inter-personal, intra-group, inter-group. Conflict management styles: avoidance, accommodation, competition, compromise, collaboration.

**Reference Text Books**

T.1	L. M. Prasad – Organisational Behaviour
T.2	John W. Newstrom & Keith Davis – Organisational Behaviour



**Reference Books**

T.3	K. Aswathappa – Organisational Behaviour
T.4	S. S. Khanka – Organisational Behaviour

**Useful Links**

1	<a href="https://www.du.ac.in/uploads/new-web/29122022_Appendix-122.pdf">https://www.du.ac.in/uploads/new-web/29122022_Appendix-122.pdf</a>
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<b>Code</b>	<b>CourseOutcome(CO)</b>	<b>CL</b>	<b>Class Session</b>
<b>BBA11201.1</b>	Describe key concepts and challenges of Organisational Behaviour in today's business environment.	2	10
<b>BBA11201.2</b>	Identify factors influencing individual behaviour, personality, attitudes and perception in organisations.	2	10
<b>BBA11201.3</b>	Apply major motivation and leadership theories to real-life organisational problems.	3	10
<b>BBA11201.4</b>	Examine group dynamics, group development, conflicts and propose appropriate conflict management styles.	4	10

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<b>Program: Bachelor of Business Administration Semester - II</b>					
<b>Teaching Scheme</b>		<b>BBA11202: Marketing Management</b>		<b>Examination Scheme</b>	
<b>Lecture</b>	3 Hrs./week			<b>CT-I</b>	15 Marks
<b>Tutorial</b>	1 Hrs./week			<b>CT-II</b>	15 Marks
<b>Total Credits</b>	<b>4</b>			<b>CA</b>	10 Marks
<b>Duration of ESE: 3Hrs.</b>				<b>ESE</b>	60 Marks
		<b>Total Marks</b>	<b>100Marks</b>		
<b>Course Objectives:</b>					
1.	To understand core concepts and functions of marketing.				
2.	To study consumer behavior and market segmentation.				
3.	To apply marketing mix strategies for real business situations.				
4.	To analyze local business practices through case studies and industrial visits.				
<b>Course Contents</b>					
<b>Unit I</b>	<b>Introduction to Marketing-</b> Meaning, nature, scope, and importance of marketing, Core concepts: needs, wants, demand, value, satisfaction, Evolution of marketing, Marketing environment (micro and macro), Marketing philosophies, Functions of marketing.				
<b>Unit II</b>	<b>Market Segmentation, Targeting &amp; Positioning:</b> Segmentation: meaning, need, types, Targeting strategies, Positioning and repositioning, Consumer behaviour: factors, buying process, Market research: purpose and steps.				
<b>Unit III</b>	<b>Product, Price, Place &amp; Promotion (Marketing Mix):</b> <b>Product</b> -Meaning, levels, classifications, Product mix & product line, PLC, branding, packaging, labeling, New product development, <b>Pricing</b> -Objectives, Factors influencing pricing, Pricing strategies, <b>Place (Distribution)</b> -Channels of distribution, Wholesaling and retailing, Logistics and supply chain basics, <b>Promotion</b> -Promotion mix, Advertising, sales promotion, personal selling, Public relations, Basics of digital marketing.				
<b>Unit IV</b>	<b>A. Case Studies of Nagpur-Based Companies &amp; Industrial Visit-</b> Case Studies (Local Industry Focus)-Haldiram’s Nagpur, Dinshaws Dairy Foods, Mahindra & Mahindra (MIHAN). <b>B. Industrial Visit</b> Mandatory industrial visit to a manufacturing/ service/ FMCG/ retail unit in or around Nagpur.				
<b>TextBooks</b>					
T.1	Philip Kotler – Marketing Management (Pearson)				
T.2	C.N. Sontakki – Marketing Management (Kalyani Publishers)				
T.3	Ramaswamy&Namakumari – Marketing Management (McGraw Hill)				

T.4	Lamb, Hair & McDaniel – Principles of Marketing (Cengage Learning)
T.5	Sharma, K.K. – Marketing Management (Himalaya Publishing House)
T.6	Sharma J.K. Business Statistics, Vikas Publishing House
<b>Reference Books</b>	
R.1	Stanton, W. J., Pandey, M. K., & Futrell, C. (2018). Marketing Management in the Indian Context. McGraw Hill Education. (pp. 1–756)
R.2	Kazmi & Batra – Advertising and Sales Promotion, (pp. 179–199)
<b>Useful Links</b>	
1	<a href="https://archive.org/details/marketingmanagem12edkotl_e7n4/page/n9/mode/2up?utm">https://archive.org/details/marketingmanagem12edkotl_e7n4/page/n9/mode/2up?utm</a>



PO CO	PO1	PO2	PO3	PO4	PSO1	PSO2
CO1	3	2	1	2	1	1
CO2	3	3	1	2	1	2
CO3	3	2	1	3	2	3
CO4	3	2	1	2	2	3
CO5	3	3	1	3	2	2

Code	Course Outcome (CO)	CL	Class Session
<b>BBA11202.1</b>	Explain fundamental concepts and marketing environment.	2	10
<b>BBA11202.2</b>	Analyze consumer behavior and apply segmentation, targeting, and positioning.	3	10
<b>BBA11202.3</b>	Apply marketing mix decisions to real-world situations.	3	10
<b>BBA11202.4</b>	Evaluate marketing practices through Nagpur-based case studies & industrial visit.	4	10

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<b>Program: Bachelor of Business Administration</b>					
<b>Semester-II</b>		<b>BBA11203</b>		<b>Business Economics</b>	
<b>Teaching Scheme</b>				<b>Examination Scheme</b>	
<b>Theory</b>	4Hrs/week			<b>CT-I</b>	15 Marks
<b>Tutorial</b>	-			<b>CT-II</b>	15 Marks
<b>Total Credits</b>	<b>4</b>			<b>CA</b>	10 Marks
<b>Duration of ESE: 3Hrs.</b>				<b>ESE</b>	60 Marks
<b>Pre-Requisites: Business Statistics and Logic, Financial Accounting</b>				<b>Total Marks</b>	<b>100</b>
<b>Course Objectives:</b>					
1.	To familiarize students with economic concepts relevant for business decision-making.				
2.	To develop analytical skills for applying microeconomic and macroeconomic principles.				
3.	To enable understanding of market structures, pricing strategies, and demand analysis.				
4.	To build foundational skills required for managerial decision-making in a dynamic business environment.				
<b>Course Contents</b>					
<b>Unit I</b>	<b>Introduction to Business Economics:</b> Meaning, nature, and scope of Business Economics, Micro vs. Macro Economics, Basic principles: scarcity, choice, opportunity cost, marginal analysis, Role of economics in managerial decision-making, Concept of economic models and optimization, Goals of the firm: profit maximization vs. value maximization.				
<b>Unit II</b>	<b>Demand and Consumer Behaviour:</b> Concept of demand; determinants of demand, Law of Demand, Elasticity of Demand (Price, Income, Cross), Measurement of elasticity, Consumer equilibrium (Cardinal and Ordinal approaches), Indifference curve analysis, budget line, consumer equilibrium, Demand Forecasting: qualitative & quantitative methods				
<b>Unit III</b>	<b>Production and Cost Analysis:</b> Concept of production function, Laws of production: - Law of Variable Proportions, returns to Scale, Cost concepts: fixed, variable, marginal, average cost, Short run and long run cost curves, Economies and diseconomies of scale				
<b>Unit IV</b>	<b>National Income and Various Indian Economy Challenges:</b> Circular Flow of Income. Definition of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income. Introduction of Indian Economy - Pre-and Post-Independence. Current Challenges Facing by Indian Economy				
<b>Text Books</b>					
T.1	<b>D.N. Dwivedi</b> – <i>Managerial Economics</i>				
T.2	<b>H.L. Ahuja</b> – <i>Business Economics</i>				
T.3	<b>Varshney &amp; Maheshwari</b> – <i>Managerial Economics</i>				

<b>ReferenceBooks</b>	
R.1	<b>Paul Samuelson &amp; Nordhaus</b> – <i>Economics</i>
R.2	<b>P.L. Mehta</b> – <i>Managerial Economics</i>
<b>UsefulLinks</b>	
1	<a href="https://onlinecourses.nptel.ac.in/noc20_lw03">https://onlinecourses.nptel.ac.in/noc20_lw03</a>



	<b>Course Outcomes</b>	<b>CL</b>	<b>Class Sessions</b>
<b>BBA11203.1</b>	Explain core microeconomic and macroeconomic concepts affecting business.	2	6
<b>BBA11203.2</b>	Analyze consumer behavior and demand forecasting techniques.	3	6
<b>BBA11203.3</b>	Evaluate production and cost relationships for efficient managerial decisions.	5	6
<b>BBA11203.4</b>	Understand the calculation of national income and true measure for increasing economic welfare.	2	6

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<b>Program: Bachelor of Business Administration Semester- II</b>				
<b>Teaching Scheme</b>		<b>BBA11204:Emerging Technologies and application</b>	<b>ExaminationScheme</b>	
<b>Lecture</b>	2Hrs./week		<b>CT-I</b>	5Marks
<b>Tutorial</b>	1Hrs./week		<b>CT-II</b>	5Marks
<b>Total Credits</b>	<b>2</b>		<b>CA</b>	10Marks
<b>Duration of ESE: 2Hrs.</b>			<b>ESE</b>	30 Marks
		<b>Total Marks</b>	<b>50 Marks</b>	
<b>Course Objectives:</b>				
1.	<b>To introduce students to modern information technologies used in business</b> and help them understand their role in improving business operations and decision-making.			
2.	<b>To develop foundational knowledge of business information systems</b> such as MIS, ERP, CRM, and other digital tools used by organizations.			
3.	<b>To familiarize students with digital business tools and cloud applications</b> that support communication, collaboration, storage, and automation.			
4.	<b>To help students understand the technologies behind e-commerce and digital marketing</b> , including online platforms, digital payments, and customer engagement tools.			
<b>Course Contents</b>				
<b>Unit I</b>	<b>Business Information Systems:</b> Introduction to Information Systems in Business - Types: TPS (Transaction Processing Systems), MIS (Management Information Systems), DSS (Decision Support Systems) - Role of IT in business operationsExamples: ERP, CRM systems			
<b>Unit II</b>	<b>Digital Business Tools &amp; Cloud Applications:</b> Cloud computing for business: Google Workspace, Microsoft 365 - Digital collaboration tools: Zoom, Slack, Trello - Data storage and sharing, security considerations - Automation of business processes			
<b>Unit III</b>	<b>E-Commerce and Digital Marketing Technologies:</b> E-commerce platforms: Shopify, Amazon, Flipkart - Digital payment systems: UPI, PayPal, Stripe - Basics of digital marketing tools: SEO, Google Ads, social media marketing - CRM and customer engagement technologies			
<b>Unit IV</b>	<b>Emerging Business Technologies-</b> Business applications of IoT, AI, and Big Data - Blockchain in supply chain and finance - Mobile apps and business analytics - Technology trends shaping the future of business			
<b>TextBooks</b>				
T.1	<b>Kenneth C. Laudon &amp; Jane P. Laudon</b> — <i>Management Information Systems: Managing the Digital Firm</i>			
T.2	<b>Ramesh Bahel</b> — <i>Information Technology for Managers</i>			

## ReferenceBooks

T.3	<b>LM Prasad</b> — <i>Management Information System</i> (Sultan Chand) — a simpler text often used in Indian universities.
T.4	<b>Arora, Ashok &amp; Akshaya Bhatia</b> — <i>Information Systems for Managers</i> (Excel Books) — good for managerial view of IS.
<b>Useful Links</b>	
1	<a href="#">BBA in Information Technology</a>   <a href="#">Course Details</a>   <a href="#">Notopedia</a>

Code	CourseOutcome(CO)	CL	Class Session
<b>BBA11204.1</b>	Understand and use key business information systems and digital tools	2	8
<b>BBA11204.2</b>	Apply technology to enhance business processes and decision-making.	3	8
<b>BBA11204.3</b>	Apply major motivation and leadership theories to real-life organisational problems.	3	7
<b>BBA11204.4</b>	Examine group dynamics, group development, conflicts and propose appropriate conflict management styles.	4	7

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<b>Program: Bachelor of Business Administration Semester-II</b>				
<b>Teaching Scheme</b>		<b>BBA11205: Media literacy and Critical Thinking</b>	<b>ExaminationScheme</b>	
<b>Lecture</b>	2Hrs./week		<b>CT-I</b>	7 Marks
<b>Practical</b>	2Hrs./week		<b>CT-II</b>	7 Marks
<b>Total Credits</b>	<b>2</b>		<b>CA</b>	6 Marks
<b>Duration of ESE: 2Hrs.</b>			<b>ESE</b>	30 Marks
			<b>Total Marks</b>	<b>50 Marks</b>
<b>Course Objectives:</b>				
1.	To help students understand different forms of media and analyze how media messages influence individuals, society, and consumer behavior.			
2.	To develop students' ability to think logically by identifying assumptions, evaluating arguments, and applying reasoning skills.			
3.	To enable students to detect fake news, media bias, and misinformation using analytical techniques and fact-checking tools.			
4.	To promote responsible digital behavior by teaching students safe online practices, ethical content sharing, and evaluation of online information credibility.			
<b>Course Contents</b>				
<b>Unit I</b>	<b>Media Understanding &amp; Interpretation:</b> <b>Practical 1: Identifying Types of Media-</b> Collect examples of print, electronic, digital, and social media, Classify and explain their purpose. <b>Practical 2: Analyze a News Story</b> - Select one news item from two platforms (TV & online), Compare tone, visuals, and presentation style, Identify how media influences public opinion. <b>Practical 3: Advertisement Study</b> - Choose any advertisement (print/image/video), Identify target audience and message techniques, Explain how it shapes consumer behavior.			
<b>Unit II</b>	<b>Critical Thinking &amp; Reasoning</b> Practical 4: Logical Fallacy Identification- Collect 5 online posts or ads containing fallacies, Label each fallacy (e.g., bandwagon, appeal to fear), Provide a brief explanation. Practical 5: Argument Evaluation- Take an editorial article or opinion post, Identify claim, evidence, assumptions, and conclusion, Comment on the strength of the argument. Practical 6: Problem-Solving Using Critical Thinking- Analyze a real-life scenario (business or social)Apply steps: Identify problem → gather facts → evaluate viewpoints → suggest solution.			
<b>Unit III</b>	<b>Fake News, Bias &amp; Verification</b> Practical 7: Fake News Detection- Select 5 online news/posts, Verify using tools: Google Reverse Image Search, AltNews, BoomLive, Mark each as real/fake and give justification. Practical 8: Media Bias Analysis- Compare a single news incident across 3 news channels/websites, Identify bias (political, commercial, sensational), Prepare a short report. Practical 9: Detect Image/Video Manipulation, Verify 3 online images/videos using TinEye / InVid,Explain how the tools helped detect manipulation.			

<b>Unit IV</b>	<b>Digital Citizenship &amp; Ethical Media Use</b> Practical 10: Website Credibility Check (CRAAP Test)-Choose any website (news, business, health), Evaluate on: Currency, Relevance, Authority, Accuracy, Purpose, Give scores and conclusion Practical 11: Social Media Behavior & Algorithm Study- Analyze your recent posts/likes, Identify how algorithms influence your feed, Write a reflection, Practical 12: Create a Digital Safety & Fact-Checking Poster- Create a digital or hand-made poster on -cyber ethics –privacy -fake news awareness - Responsible Sharing
<b>TextBooks</b>	
T.1	<b>Media Literacy”– W. James Potter</b>
T.2	<b>Critical Thinking: A Student’s Introduction” – Gregory Bassham et al.</b>

### ReferenceBooks

T.3	<b>“The Critical Thinking Toolkit” – Dr. Galindo, Prof. Rezaei</b>
T.4	<b>Media/Society: Industries, Images, and Audiences” – Croteau &amp; Hoynes</b>
<b>Useful Links</b>	
1	<a href="#">Essential News &amp; Media Literacy Skills for Students   Common Sense Education</a>

Code	CourseOutcome(CO)	CL	Class Session
<b>BBA11203.1</b>	Students will be able to identify different types of media and analyze their influence on society, culture, and business decisions.	2	10
<b>BBA11203.2</b>	Students will be able to apply critical thinking skills to evaluate arguments, identify assumptions, and make reasoned judgments.	3	10
<b>BBA11203.3</b>	Students will be able to detect misinformation, fake news, and media bias using fact-checking tools and analytical techniques.	4	10
<b>BBA11203.4</b>	Students will be able to practice responsible digital behavior, including safe online practices, ethical sharing, and evaluating the credibility of information sources.	5	10



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**Program : Bachelor of Business Administration**

**Semester-II**

**BBA11206**

**Indian Constitution**

**Teaching Scheme**

**Theory**

4Hrs/week

**Tutorial**

-

**Total Credits**

**2**

**Duration of ESE: 3Hrs.**

**Examination Scheme**

**CT-I**

15 Marks

**CT-II**

15 Marks

**CA**

10 Marks

**ESE**

60 Marks

**Pre-Requisites:** Principles & Practices of Management, Environmental Science & Sustainability

**Total Marks**

**100 Marks**

**Course Objectives:**

1. To explain the historical evolution, philosophy, and salient features of the Indian Constitution.
2. To enable students to understand the Fundamental Rights, Duties, and Directive Principles and their relevance in modern governance.
3. To provide knowledge of the structure, powers, and functions of Union, State, and Local governments.
4. To analyze contemporary constitutional issues related to governance, sustainability, and business environment.

**Course Contents**

**UnitI**

**Introduction to the Indian Constitution** - Meaning, significance, and necessity of a Constitution, Historical background of the Indian Constitution, Constituent Assembly: composition, objectives, and working, Preamble: philosophy, values, and interpretation, Salient features of the Indian Constitution, Constitutional amendments: basic procedure & significance (Art. 368)

**UnitII**

**Fundamental Rights, Duties & Directive Principles** - Fundamental Rights (Articles 12–35): scope & importance: Right to Equality, Right to Freedom, Right against Exploitation, Right to Freedom of Religion, Cultural & Educational Rights, Right to Constitutional Remedies, Directive Principles of State Policy (DPSPs): social, economic & political justice, Fundamental Duties (Article 51A), Relationship between Rights, Duties & DPSPs, Constitutional provisions related to environmental protection & sustainability( Art. 48A and Art. 51A(g))

**UnitIII**



**Union & State Government Structure** : Federalism in India: nature & key features, Union Government, President: powers & functions : Vice President, Prime Minister & Council of Ministers, Parliament: Lok Sabha & Rajya Sabha – structure, functions, lawmaking, State Government: Governor, Chief Minister & State Council of Ministers, State Legislature, Judiciary: Supreme Court, High Courts, Judicial Review & Judicial Activism, Constitutional bodies: CAG, UPSC, Election Commission, Finance Commission, Role of these institutions in national administration & business environment

**UnitIV**

**Constitutional Governance, Local Bodies & Contemporary Issues** - Centre–State relations: legislative, administrative & financial, Local Governance: Panchayati Raj Institutions (73rd Amendment), Municipalities (74th Amendment), Emergency provisions (National, State & Financial Emergencies), Constitutional safeguards for weaker sections, SC/ST/OBC, women, minorities, Important constitutional amendments (select business-relevant ones): GST Amendment (101st), Right

	to Education (86th), Right to Privacy (as a fundamental right), Contemporary issues in constitutional governance, Good governance, transparency, RTI Act, Role of Constitution in sustainable development & business ethics
<b>TextBooks</b>	
T.1	D.D. Basu – “Introduction to the Constitution of India”
T.2	M. Laxmikanth – “Indian Polity”
T.3	Subhash Kashyap – “Our Constitution”
<b>ReferenceBooks</b>	
R.1	P.M. Bakshi – “The Constitution of India”
R.2	J.C. Johari – “Indian Government and Politics”
<b>UsefulLinks</b>	
1	<a href="https://onlinecourses.nptel.ac.in/noc20_lw03">https://onlinecourses.nptel.ac.in/noc20_lw03</a>

	<b>Course Outcomes</b>	<b>CL</b>	<b>Class Sessions</b>
<b>BBA11206.1</b>	Describe the origin, philosophy, and key features of the Indian Constitution.	2	6
<b>BBA11206.2</b>	Interpret the Fundamental Rights, Duties, and DPSPs and relate them to civic and environmental responsibilities.	3	6
<b>BBA11206.3</b>	Explain the functioning of Parliament, Executive, Judiciary, and constitutional bodies.	2	6
<b>BBA11206.4</b>	Analyze governance issues, centre–state relations, emergency provisions, and local self-government.	4	6

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<b>Program: Bachelor of Business Administration Semester-II</b>					
<b>Teaching Scheme</b>		<b>BBA11207: Business Communication Lab II</b>	<b>Examination Scheme</b>		
<b>Lecture</b>	0Hrs./week		<b>CT-I</b>		
<b>Practical</b>	4Hrs./week		<b>CT-II</b>		
<b>Total Credits</b>	<b>2</b>		<b>CA</b>	25Marks	
<b>Duration of ESE: 2Hrs.</b>			<b>ESE</b>	25Marks	
			<b>Total Marks</b>	<b>50 Marks</b>	
<b>Course Objectives:</b>					
1.	<b>To introduce students to modern information technologies used in business</b> and help them understand their role in improving business operations and decision-making.				
2.	<b>To develop foundational knowledge of business information systems</b> such as MIS, ERP, CRM, and other digital tools used by organizations.				
3.	<b>To familiarize students with digital business tools and cloud applications</b> that support communication, collaboration, storage, and automation.				
4.	<b>To help students understand the technologies behind e-commerce and digital marketing</b> , including online platforms, digital payments, and customer engagement tools.				
<b>Course Contents</b>					
<b>Unit I</b>	<b>Oral Communication Skills Lab :</b> <b>Practical Exercises:-</b> Voice modulation, clarity, pace, tone, Listening comprehension exercises, Telephonic communication practice (professional calls), Role-plays: customer interaction, client briefing, internal meetings, Mock interviews (basic level)				
<b>Unit II</b>	<b>Presentation &amp; Public Speaking Lab :</b> <b>Practical Exercises: -</b> Preparing business presentations (PPT skills), Delivering short presentations (2–5 minutes), Eye contact, gestures, posture training, Elevator pitch practice, Group presentations & peer evaluation				
<b>Unit III</b>	<b>Business Writing Skills Lab</b> <b>Practical Exercises: -</b> Drafting professional emails (requests, complaints, clarifications), Business letters: inquiry, order, acknowledgment, sales letters, Writing minutes of meetings, Preparing memos, notices, circulars, Short report writing (informal & formal)				
<b>Unit IV</b>	<b>Group Communication &amp; Professional Behaviour Lab–</b> <b>Practical Exercises:</b> Group discussions (GD) – evaluation & improvement, Conflict resolution role-plays, Team communication exercises, Cross-cultural communication activities, Workplace etiquette, email etiquette, meeting etiquette				
<b>Text Books</b>					
T.1	<i>Essentials of Business Communication and Business Communication</i> by Krishnamacharyulu & Ramakrishnan				
T.2	<b>Business Correspondence and Report Writing – R.C. Sharma &amp; Krishna Mohan</b>				

<b>ReferenceBooks</b>	
T.3	<b>Taxmann's Business Communication</b>
T.4	<b>Business Communication (HPH) — Dr. Rajeesh Viswanathan (Himalaya Publishing House)</b>
<b>Useful Links</b>	
1	SWAYAM — Indian government-backed MOOC platform offering courses in communication/business correspondence.

<b>Code</b>	<b>CourseOutcome(CO)</b>	<b>CL</b>	<b>Class Session</b>
<b>BBA11207.1</b>	Develop effective oral communication skills	5	10
<b>BBA11207.2</b>	Deliver professional presentations	5	10
<b>BBA11207.3</b>	Apply professional writing skills for workplace communication	3	10
<b>BBA11207.4</b>	Participate effectively in group communication	4	107