



Maharaja Surajmal Brij University

Bharatpur (Rajasthan)


Syllabus

Multidisciplinary Course

Subject: B.B.A

Semester- III, IV & V

Session (2024-25)


डॉ. अरुण कुमार पाण्डेय
उपकुलसचिव
प्रभारी अकादमिक प्रथम

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Name of the Programme: Bachelor of Business Administration (B.B.A.)

Title of the Course: Business Communication Skills

Paper Code:UG(-MDC-BBA- 100/

Semester: III

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
III	UG(-MDC-BBA- 100/	Business Communication Skills	6	4
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	MDC	Lecture- Four Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr		Midterm-20 Marks	Midterm -8 Marks	
EoSE-3 Hrs		EoSE-80Marks	EoSE-32 Marks	

Course Learning Objectives:

1. To give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favourable outside the firm environment, as well as an effective internal communications program.
2. To understand the various types of business communication media are covered.

Unit I: Introduction: Concept, objectives and importance of Business Communication, Principles of effective Communication, Types of Communication. Media of Communication: Written, oral, face to face, Visual, audio-visual, modern media-telex, fax, Tele Conferencing. E-mail media, Non-verbal communication, Kinesics Effects, Comprehension of reality.

Unit II: Barriers to Communication: Wrong choice of Media, Physical barriers, Semantic barriers, Different Comprehension of reality. Socio-Psychological barriers.

Unit III: Business Letters: Layout, kinds of business letter - Interview, Appointment, Acknowledgement, Promotion, Inquiries, Replies, Orders, Sales, Circular, Complaints.

Unit IV: Practical Aspects of Business Communication: Report Writing, Public Speaking, Seminar, Presentation, Interview, Group Discussion, Effective Listening.

Suggested Books and References:

1. K.K. Sina, Business Communication, Galgotia Publishers Cooperative. New Delhi.
2. C.S. Rayudu, Media and Communication Management, Himalaya Publishing House, Bombay.
3. Rajendra Pal and J.S. Korlhali, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
4. Nirmal Singh, Business Communication (Principles, Methods and Techniques), Deep & Deep Publication Pvt. Ltd., New Delhi.
5. R.C. Sharma, Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw-Hill Publishing Company Ltd., New Delhi.

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6. M. Balasubrahmanyam, Business Communication, Vani Education Books.

Course Learning Outcome

1. Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction.
2. Write effective and concise letters and memos.
3. Prepare informal and formal reports, Proofread and edit copies of business correspondence.
4. Plan successfully for and participate in meetings and conduct proper techniques in telephone usage, Use e-mail effectively and efficiently.
5. Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and utilize electronic presentation software.




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Name of the Programme: Bachelor of Business Administration (B.B.A.)

Title of the Course: E-Commerce

Paper Code: UG -MDC-BBA-2001

Semester: IV

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
IV	UG -MDC-BBA-2001	E-Commerce	6	4
Level of Course	Type of the Course	Delivery Type of the Course		
Intermediate	MDC	Lecture -Four Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-20 Marks EoSE-80Marks	Midterm -8 Marks EoSE-32 Marks	

Detailed Syllabus

Course Learning Objectives

To familiarize the students with concepts and techniques of E-Commerce and to enhance skills for contemporary applications of E-commerce.

Unit I: Introduction to E-Commerce; Scope of E-commerce, E-commerce Based Activities, Technical Components of E-commerce, E-commerce Applications, Frame Work of E-commerce, Supply Chain Management, E-commerce and E-Business, M-commerce, Pure Online V/S Brick and Click business.

Unit II: Planning Online Business; Nature and dynamics of Internet, electronic business models, B2B, B2C, C2C, C2B, B2G, website designing, assessing requirement for an online business, designing, developing and deploying the system.

Unit III: Operations of E-Commerce; Online payment mechanism, electronic payment system, payment gateways, visitors to websites, tools for promoting websites, risk management options for e-payment systems.

Unit IV: Security and Legal Aspects of E-Commerce; Threats in E-commerce, security of clients and service provider, cyber laws-relevant provisions of Information Technology Act 2000: offences, secure electronic records and digital signatures, penalties, adjudication.

Suggested Books and References:

- Agarwala, Kamlesh N., Lal, Amit and Agarwala, Deeksha. "Business on the Net: An Introduction to the what's and how's of E-commerce." Macmillan India Ltd.
- Bajaj KK, Debjani Nag E-Commerce. Tata McGraw Hill Company New Delhi.
- Chhabra, T.N., Jain, Hem Chand, Jain, Aruna. "An Introduction to HTML" Dhanpat

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Rai & Co.

- Dietel, Harvey M., Dietel, Paul J., and Steinbuhler Kate. *E-Business and E-commerce for Managers*. Pearson Education.
- Diwan, Parag and Sharma, Sunil *Electronic commerce- Amanager's Guide to E-Business*. Vanity Books International, Delhi.
- Elias M. Awad *Electronic Commerce from vision to fulfilment, Third Edition*. PHI publications.
- Turban, E., et.al. *Electronic commerce: A Managerial perspective*. Pearson Education Asia.

Course Learning Outcomes:

1. Understand the basics of E-commerce, current and emerging business models.
2. Familiarize with basic business operations such as sales, marketing, HR etc. on the web.
3. Identify the emerging modes of e-payment.
4. Understand the importance of security, privacy, ethical and legal issues of e-commerce.



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Name of the Programme: Bachelor of Business Administration (B.B.A.)

Title of the Course: Trade Unions & Industrial Relations

Paper Code:UG - MDC-BBA-3001

Semester: V

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
V	UG - MDC-BBA-3001	Trade Unions & Industrial Relations	7	4
Level of Course	Type of the Course	Delivery Type of the Course		
High-Level	MDC	Lecture-Four Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-20 Marks EoSE-80Marks	Midterm -8 Marks EoSE-32 Marks	

Detailed Syllabus

Objectives of the Course:

To enlighten the students with the Concepts and Practical applications of Trade Unions and Industrial Relations.

UNIT I : Trade unionism: Meaning, Scope, Significance and Objectives. Theories of trade unionism (Hoxie, Webbs, Karl Marx, Mahatma Gandhi).History of trade unions in India.Structure of trade unions in India.

UNIT II : Functions of trade unions with respect to Wages, Labour welfare, Training and education, Social security, Awareness of social responsibility, Environmental awareness. Problems of trade unions- Multiplicity, Inter and intra-union rivalry, Political intervention, Technological advancement.

UNIT III : Industrial Relations: Scope and Significance – Causes and Consequences of Industrial Disputes – Recent Trends in Industrial Relations.

UNIT IV : Collective Bargaining (CB) – CB Practices in India – Participative Management Forms and Levels – Schemes of Workers' Participation in Management in India.

Suggested Books and References:

1. VenkatRatnam, C.S. – Industrial Relations, Oxford University Press.
2. SC Srivathava, Industrial Relations and Labour Laws, Vikas, ND.
3. M.Arora: Industrial Relations, Excel Publications.
4. P.R.N.Sinha, Indu Bala Sinha and Seema Priyadarshini Shekar, "Industrial Relations, Trade Unions and Labour Legislation", Pearson Education, New Delhi.
5. Ratna Sen, "Industrial Relations in India", Macmillan India Ltd. New Delhi.



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Course Learning Outcome

1. The students should able to illustrate the role of trade union in the industrial setup.
2. Students should able to elaborate the concept of Industrial Relations.
3. Students should able to elaborate Industrial Dispute settlement procedures.
4. Students should able to elaborate Collective Bargaining (CB) & Workers' Participation in Management.



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