

## CBCS- DEGREE COURSE IN BACHELOR OF BUSINESS ADMINISTRATION

Paper Code		
	<b>Semester 1</b>	
<b>101</b>	Business Communication ( English )	<b>Ability Enhancement-Compulsory</b>
<b>102</b>	Fundamentals of Management & Organisational Behavior	<b>Core Discipline</b>
<b>103</b>	Statistics for Business Decisions	<b>Core Discipline</b>
<b>104</b>	Entrepreneurship Development	<b>Elective Course-Generic / Interdisciplinary</b>

### Semester 1

#### **101 English Communication**

Communication Credits: 2

**Preamble:** The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced. The present course hopes to address some of these aspects through an interactive mode of teaching-learning process and by focusing on various dimensions of communication skills. Some of these are: Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, notetaking etc. While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. It is hoped that after studying this course, students will find a difference in their personal and professional interactions. The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

**Unit 1.** Introduction to Communication , Types and modes of Communication

**Unit 2.** Language of Communication: Verbal and Non-verbal (Spoken and Written) *Intra-personal, Inter-personal and Group communication*

**Unit 3.** Speaking Skills: Effective Communication , Interview, Public Speech

**Unit 4.** Reading and Understanding Close Reading Comprehension Summary

## **Unit 5. Documenting Report Writing , Letter Writing**

### **Recommended Readings:**

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas

## **102. Fundamentals of Management & Organisational Behaviour**

Course Objective: To acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases  
Course contents:

### **Unit I**

Basic forms of Business Ownership; Special forms of ownership: Franchising, Licensing, Leasing, Corporate Expansion: mergers and acquisitions, diversification, , joint ventures, Strategic alliance.

Evolution of Management Theory. Managerial functions and Roles. Insights from Indian practices and ethos.

### **Unit II**

Overview of Planning: Types of Plans & The planning process; Decision making: Process, Types and Techniques. Control: Function, Process and types of Control; Principles of organizing: Common organisational structures;(only meaning of delegation and decentralization)

### **Unit III**

Importance of organizational Behaviour. Perception and Attribution: Concept, Nature, Process, Personality: Personality: Learning: Concept and Theories of Learning, reinforcement, , Motivation: Concepts and their application, Need, Content ,only leadership ,meaning and types ,Emotional Intelligence

### **Unit IV**

Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Types of teams. Conflict: Concept, Sources, Types, Management of conflict, Organisational Change: Concept, Resistance to change, Managing resistance to change, Implementing Change, Managing Stress: Insights from Indian ethos

### **Readings:**

1. Gilbert: Principles of Management, McGraw Hill.

2. Greenberg Jerald and Baron Robert A.: Behaviour in Organisations: Understanding and Managing The Human Side of Work, Prentice Hall of India.
3. Kaul Vijay Kumar, Business Organisation & Management - Text and Cases, Pearson.
4. Kaul, Vijay Kumar, Management- Text & Cases, Vikas Publication.
5. Kavita Singh: Organisational Behaviour, Vikas Publication.
6. Koontz & Heinz Weihrich: Essential of Management, McGraw Hill.
7. Luthans Fred: Organisational Behaviour, Tata McGraw Hill.
8. Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R. – Organisational Behaviour; Tata McGraw Hill.
9. Newstrom John W.: Organisational Behaviour, Tata McGraw Hill.
10. Richard L. Daft: Principles of Management, Cengage Learning India.
11. Robbins Stephen P: Organisational Behaviour, Pearson.
12. Stephen P. Robbins & Mary Coulter: Management, Pearson.
13. Stoner & Wankel: Management, Prentice Hall of India.
14. Y.K. Bhushan: Fundamentals of Business Organisation & Management, Sultan Chand & Sons.
15. Navin Mathur, Management Gurus , National Publishing House, New Delhi

### **103. Statistics for Business Decisions Objective:**

To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

#### **Course contents:**

**Unit I: Measures of Central Value:** Characteristics of an ideal measure; Measures of Central Tendency - Merits, Limitations and Suitability of averages. Relationship between averages. Measures of Dispersion: Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation

**Unit II:** Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient,

**Unit III:** Analysis of Time Series: Meaning and significance. Utility, Components of time series, Models (Additive and Multiplicative, Problems in construction of index numbers, methods of constructing index numbers-weighted and unweighted,

**Unit IV:** Probability: Meaning and need. Theorems of addition and multiplication. Conditional probability. Bayes' theorem, Random Variable- discrete and continuous. Probability Distribution

**Unit V:** Hypothesis testing: Concept; Level of Significance; Process of testing; Test of hypothesis concerning Mean

#### **Readings:**

1. S.P. Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition.
2. Richard Levin & David Rubin : Statistics for management, Prentice Hall.
3. Anderson, Sweeny & Williams: Statistics for Business and Economics, South Western.

## **104 ENTREPRENEURSHIP DEVELOPMENT**

**Objective: This course provides students with a solid introduction to the entrepreneurial process of creating new businesses , role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies ,context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.**

### UNIT-1 ENTREPRENEURIAL MANAGEMENT

The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist,

### UNIT-2 ENTREPRENEURSHIP, CREATIVITY AND INNOVATION

Stimulating Creativity; Organisational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business;

### UNIT-3 SOCIAL ENTREPRENEURSHIP

Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization;

### UNIT-4 FAMILY BUSINESS AND ENTREPRENEURSHIP

The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms ; Culture and evolution of family firm; Managing Business, family and shareholder relationships ; Conflict and conflict resolution in family firms ;

### UNIT-5 FINANCING THE ENTREPRENEURIAL BUSINESS

Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks,

### **Readings**

1. Burns, P. (2001). *Entrepreneurship and small business*. New Jersey: Palgrave.
2. Drucker, P. F. (2006). *Innovation and entrepreneurship: Practice and principles*. USA: Elsevier.
3. Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997). *Generation to generation: Life cycles of the family business*. Boston: Harvard Business School Press.
4. Hisrich, R., & Peters, M. (2002). *Entrepreneurship*. New Delhi: Tata Mc Graw Hill.
5. Holt, D. H. (2004). *Entrepreneurship new venture creation*. New Delhi: Prentice Hall of India.
6. Kaplan, J. (2004). *Patterns of entrepreneurship*. Wiley.
7. Khandwalla, P. (2003). *Corporate creativity*. New Delhi: Tata Mc.Graw Hill.
8. Mullins, J. (2004). *New business road test*. New Delhi: Prentice Hall.
9. Nicholls, A. (Ed.). (2006). *Social entrepreneurship new models of sustainable social change*. Oxford University Press.
10. Prahalad, C. K. (2006). *Fortune at the bottom of the pyramid ,eradicating poverty through profits*. Wharton school Publishing.
11. Scarborough & Zimmerer, *Effective Small Business Management*
12. Stevenson, H. (Ed.). (2007). *Perspective on entrepreneurship*. Boston: Harvard Business Press.