

VANITA VISHRAM WOMEN'S UNIVERSITY

(Managed By: Vanita Vishram, Surat)

1st Women's University of Gujarat



VANITA VISHRAM
WOMEN'S UNIVERSITY
SURAT

JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT

DEPARTMENT OF MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER 1

SYLLABUS

AS PER NEP-2020

w.e.f. 2023-24



VANITA VISHRAM WOMEN'S UNIVERSITY, SURAT
JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT

Department of Management

Bachelor of Business Administration (B.B.A.)

F.Y.B.B.A.

Semester I

COURSE CODE: BAM201-1C

MAJOR COURSE: PRINCIPLES AND PRACTICES OF MANAGEMENT

Credit 4

Contact Hour per week 4

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate-level
Purpose of Course	Management is the main aspect of working involved in a system & its involvement as art, science, and profession leads an effective role. Management occupies such an important place in the modern world that the welfare of the people and the destiny of the country are very much influenced by it.
Course Objective	CO 1. To help students to understand the fundamental concepts and principles of Management, roles, skills, and function of management. CO 2. To develop an understanding of the basic functions of planning & organizing. CO 3. To aid students in understanding the concepts of Directing & Controlling. CO 4. To acquaint the students about current trends in Business.
Minimum weeks per Semester	15
Last Review / Revision	June 2023
Pre-requisite	Elementary knowledge of Management.
Teaching Methodology	Class Room Teaching, Group Discussion, Assignment, Case studies and Presentations.
Evaluation Method	As per the provision given by Exam Section of VVWU



Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	<p>Introduction to Management</p> <ul style="list-style-type: none"> • Concept of Management • Management v/s Administration • Nature of Management • Management as an Art, Science & Profession • Functions of Management • Roles of Managers in an Organization • Management Responsibilities • Fayol’s Administrative Management • Scope of Management 	25 %	15
2	<p>A. Fundamentals of Planning:</p> <ul style="list-style-type: none"> • Concept of Planning • Types of Planning • Process of Planning • Barriers to effective Planning <p>B. Fundamentals of Organizing:</p> <ul style="list-style-type: none"> • Concept and Steps of Organizing • Advantages and Principles of Organizing • Forms of Organizational Structure 	25 %	15
3	<p>A. Fundamentals of Directing:</p> <ul style="list-style-type: none"> • Concept of Directing • Importance of Directing • Principles of Directing <p>B. Fundamentals of Controlling:</p> <ul style="list-style-type: none"> • Concept and Importance of Controlling • Process of Controlling • Control Areas • Causes of Resistance to Control • Essentials of Effective Control System 	25 %	15
4	<p>A. Management Practices of Prominent Business Leaders</p> <ul style="list-style-type: none"> • Management Practices of Dhirubhai Ambani • Management Practices of Ratan Tata • Management Practices of Narayana Murthy • Management Practices of Azim Premji • Management Practices of Steve Jobs • Management Practices of Bill Gates <p>B. Management Practices of Prominent Countries</p> <ul style="list-style-type: none"> • Management Practice of USA, Japan, and China- • US Culture • Japanese Culture 	25 %	15



	<ul style="list-style-type: none"> • Z-Culture of American Companies 		
REFERENCE			
Core reference:			
1. L. M. Prasad (2019)- Principles and Practices of Management, Sultan & Sons Publication			
Reference books:			
1. P.Subba Rao (2014) - Management Theory and Practice- Himalaya Publishing House.			
2. Gupta, Sharma and Bhalla (2016)- Principles of Business Management-Kalyani Publications; 1 st edition.			
3. Harold Koontz , Heinz Weihrich, et al. (2015) - Essentials of Management - An International, Innovation and Leadership Perspective, McGraw Hill			
Web references:			
1. http://anucde.info/bba1a.pdf			

COURSE OUTCOMES:

Upon successful completion of the course,

CO 1.	Students will be able to understand the basic concepts of Management which is essential for managing organization.
CO 2.	Students will be able to prepare various plans, implementation of the plans and organize various functions of business for its growth and development.
CO 3.	Students will be able to apply the directing & controlling function properly which is important to set an organization into motion, and other managerial functions to initiate and activate.
CO 4.	Students will acquire the knowledge regarding various management strategies used by prominent business leaders in India and understand differences in management culture.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Introduction to Management				
2	Fundamentals of Planning and Organizing				
3	Fundamentals of Directing and Controlling				



4	Management Practices of Prominent Business Leaders and Countries				
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COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										
CO5										
CO6										



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Semester I
COURSE CODE: BAM202-1C
MAJOR COURSE: FINANCIAL ACCOUNTING

Credit 4**Contact Hour per week 4****Outline of the Course:**

Course type	Theory
Level of the Course	200-299 Intermediate-level
Purpose of Course	The course will develop an understanding of basic accounting terms and concepts amongst the learners. It will impart knowledge on recording of financial transactions in various books of accounts and enable them to prepare balance sheet of a company in order to get an idea of assets and liabilities of a business concern.
Course Objective	CO 1. To comprehend basic accounting concepts and terms CO 2. To understand the process of recording journal entries CO 3. To develop the ability to record financial transactions in appropriate subsidiary books. CO 4. To aid students in understanding the concepts of Final Accounts the preparation of Balance Sheet of Company.
Minimum weeks per Semester	15
Last Review / Revision	June 2023
Pre-requisite	Elementary knowledge of Accounts.
Teaching Methodology	Class Room Teaching, Discussion and Assignment, Numerical



Evaluation Method	As per the provision given by Exam Section of VVWU
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Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Introduction to Accounting Accounting: Meaning, Functions, Objectives Accounting as an Information system Users of Financial Accounting Information and their needs Basis of Accounting and rules of debit and credit. Types of Accounts Branches of Accounting Accounting Concept and Conventions	20%	12
2	Recording of Transactions Meaning and Proforma of Journal Journal entries: Opening Entry, Compound Journal Entry Meaning and Proforma of Ledger Relationship between Journal and Ledger Rules Regarding Posting to the Ledger Posting to the Ledger Balancing off the accounts in Ledger	25%	15
3	Subsidiary Books Sub-division of Journal: General Journal, Special Journal Cash Journal/ Cash Book : Single, Double and Three Columnar Cash Book Sales Book Sales Return Book Purchase Book Purchase Return Book Comprehensive entries	25 %	15
4	Preparation of Company's Final Accounts Meaning of Financial Statements Objectives of Financial Statements Proforma and Contents of Financial Statements Preparation of Balance Sheet and Income Statement Computation of :Owners' Fund, Capital Employed, Non- Current Liabilities' and Current Liabilities, Non-Current Assets and Current Assets	30 %	18

REFERENCE**Core reference:**

1. Financial Accounting for BBA, S. N. Maheshwari, Sharad K. Maheshwari, Vikas Publishing

Reference books:

1. Accounting for Management, Dr. JawaharLal, Himalaya Publishing House
2. Financial Accounting, S. P. Jain, K. L. Narang, Kalyani Publishers
3. Financial Accounting, Dr. P. C. Tulsian, Sultan Chand



4. Financial Accounting, R. P. Maheshwari, Satish Bhatia, Renu Gupta, International Book House Pvt. Ltd.

COURSE OUTCOMES:

Upon successful completion of the course,

CO 1.	Students will demonstrate understanding of various conventions and concepts of accounting.
CO 2.	Students will be able to record financial transactions in journal and posting them to ledger so as to get an idea of balances of various accounts.
CO 3.	Students will prepare Cash Book and other Subsidiary Books.
CO 4.	Students will correctly record Assets and Liabilities in company balance sheet.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Introduction to Accounting				
2	Recording of Transactions				
3	Subsidiary Books				
4	Preparation of Company's Final Accounts				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										



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Semester I
COURSE CODE: BAE201-1C

MINOR ELECTIVE COURSE: BUSINESS ENVIRONMENT

Credit 4

Contact Hour per week 4

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate-level
Purpose of Course	The course will develop an understanding of basic terms and concepts of business environment amongst the learners. It will develop the understanding on identify the issues in business decisions in industries and market.
Course Objective	CO 1. The basic objective of the course is to develop understanding and provide knowledge about the business environment to the management students. CO 2. To promote basic understanding on the concepts of business environment and to enable them to realize the impact of the environment on Business. CO 3. To be able to understand and develop the skills of decision making in a dynamic environment among students. CO 4. To be able to develop understanding of the global scenario in business.
Minimum weeks per Semester	15
Last Review / Revision	June 2023
Pre-requisite	Elementary knowledge of Business Environment.



Teaching Methodology	Class Room Teaching, Case Discussion, Assignment, Numerical, Presentation, Flip-Class
Evaluation Method	As per the provision given by Exam Section of VVWU



Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	An Overview of Business Environment: <ul style="list-style-type: none">• Business: Meaning, Definition, Scope• Types of Business Organizations• Business Environment: Concepts, Significance and Nature of Business Environment• Elements of environment: Internal and External	25%	15
2	Economic Environment: <ul style="list-style-type: none">• Significance and Elements of Economic Environment• Economic Systems,• India as an Fast Growing Economy,• NITI Ayog	25%	15
3	Social, Political and Legal Environment: <ul style="list-style-type: none">• Concept of Social Responsibility of Business towards Stakeholders• Demonetization,• GST and their Impact –• Political Stability - Legal Changes.	25 %	15
4	Global Environment <ul style="list-style-type: none">• Meaning,• Stages of Globalization,• LPG model.• MNCs: Definition, meaning, merits, demerits• FDI: Meaning, FDI concepts and functions• G-20	25 %	15

REFERENCE**Core references:**

- K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House

Reference books:

- Francis Cherunilam : Business Environment, Himalaya Publishing House
- Dr S Sankaran: : Business Environment, Margham Publications
- S.K. Mishra and V.K. Puri : Economic Environment of Business, HPH
- Rosy Joshi and Sangam Kapoor : Business Environment, Kalyanai Publications

**COURSE OUTCOMES:**

Upon successful completion of the course,

CO 1.	Students will get the comprehensive understanding of the concepts and terminology of Business environment used in industry.
CO 2.	Students will be able to analyze economic environment for starting new business in the industry.
CO 3.	Students will acquire the knowledge and develop the required understanding related to Social, Political and legal environment in the business.
CO 4.	Students will be able to analysis the global scenario and its impact in business.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Basic Concepts of Economics				
2	Consumer Behavior (Know Your Consumer) & Production Analysis				
3	Price Mechanism				
4	Cost Concept				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1								
CO2								
CO3								
CO4								



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Semester I
COURSE CODE: BAE201-1C

MINOR ELECTIVE COURSE: BUSINESS STARTUPS AND INNOVATION

Credit 4

Contact Hour per week 4

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate-level
Purpose of Course	The course will develop an understanding of basic terms and concepts of start-ups amongst the learners. It will develop understanding on exploring the new Idea to solve the business issues in industries and market as well as help to solve difficulties in life issues also.
Course Objective	CO 1. Be acquainted with the startup's concepts & terminology CO 2. Understand the various issues involved in new product launching CO 3. Develop the ability to assess the market. CO 4. Gain knowledge on different types of cost associated in production
Minimum weeks per Semester	15
Last Review / Revision	June 2023
Pre-requisite	Elementary knowledge of Business Startups & Innovation.
Teaching Methodology	Class Room Teaching, Case Discussion, Assignment, Business Presentation, Flip-Class
Evaluation Method	As per the provision given by Exam Section of VVWU



Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Concept of Startups: <ul style="list-style-type: none"> • Startups: Meaning and Definition • Difference between Startups and Entrepreneurship • Startups Entrepreneur • The Rise of the start-up Economy • The Six Forces of Change • The Start-up Equation • How to Build a Startup 	20%	10
2	Startup Capital Requirements <ul style="list-style-type: none"> • Identifying Startup capital Resource requirements • Estimating Startup cash requirements. • Positioning the venture in the value chain • Launch strategy to reduce risks • Startup financing metrics • The Legal Environment to Approval for New Ventures • Government support schemes for Women Entrepreneur 	30%	20
3	Start-ups Financial Issues: <ul style="list-style-type: none"> • The cost and process of raising capital • Unique funding issues of a high-tech ventures • Funding with Equity • Financing with Debt • Funding startups with bootstrapping • Crowd funding 	25 %	15
4	Start-up Survival and Growth: <ul style="list-style-type: none"> • Stages of growth in a new venture- • Growing with the market • Growing within the industry • Venture life patterns • Reasons for new venture failures. 	25 %	15

REFERENCE

Core references:

- Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.

Reference books:

- Paul T. (2010), Innovation Management and New Product Development, Fourth Edition, Pearson, India Education Services Pvt.Ltd.
- Vasant Desai, The Dynamics of Entrepreneurial Development and Management Entrepreneur, Planning for Future Sustainable Growth, Himalaya Publishing House



COURSE OUTCOMES:

Upon successful completion of the course,

CO 1.	Students will get the comprehensive understanding of the concepts and terminology of start-ups used in industry.
CO 2.	Students will be able to identify Startup Capital Requirements to manage new start-ups
CO 3.	Students will acquire the knowledge and develop the required understanding related to Start-ups Financial Issues
CO 4.	Students will be able to understand the Start-up Survival and Growth

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Concept of start-ups				
2	Startups capital Requirement				
3	Start-ups Financial Issues				
4	Start-up Survival and Growth:				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1								
CO2								
CO3								
CO4								



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Semester I

COURSE CODE: MDC201-1C

MULTI/INTER DISCIPLINARY: FOUNDATIONS OF MATHEMATICS

Credit 4

Contact Hour per week 4

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate-level
Purpose of Course	The purpose of introducing this course to BBA students is to equip them with essential mathematical knowledge and skills, promote problem-solving abilities, demonstrate real-life applications, and enhance their employability in the business world.
Course Objective	CO 1. Grasp the fundamentals of set theory and its relevance in decision-making process. CO 2. Formulate different functions and apply them in business problems. CO 3. Understand and apply concepts of permutations and combinations in solving problems. CO 4. Manipulate matrices and utilize them in solving business-related problems.
Minimum weeks per Semester	15
Last Review / Revision	June 2023
Pre-requisite	School level Mathematics
Teaching Methodology	Class Room Teaching, Discussion and Assignment/Project
Evaluation Method	As per the provision given by Exam Section of VVWU



Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Set theory <ul style="list-style-type: none">• Definition and some useful sets• Types of Sets• Operations on Sets• Venn Diagrams• Applications	25 %	15
2	Functions <ul style="list-style-type: none">• Definition and basic terminologies• Types of functions• Cost function, Revenue function and, Profit function• Break-Even point• Differentiation of function – Maxima and Minima• Applications to Business Problems	25 %	15
3	Permutation and Combination <ul style="list-style-type: none">• Fundamental rule of counting• Factorial• Permutations and restricted permutations• Combinations and restricted combinations	25 %	15
4	Matrix and Determinant <ul style="list-style-type: none">• Definition and types of matrices• Operations on matrices• Conversions of Business Problems into a Linear System of Equations (LSE)• Determinant of a matrix• Inverse of a matrix• Solution of Linear System of Equations using inverse of coefficient matrix	25 %	15

REFERENCE**Core references:**

1. P. Mariappan – Business Mathematics – Pearson Education, 2nd edition, 2012.

Reference books:

1. P. Hazarika – A Textbook of Business Mathematics – S. Chand publication, 3rd edition, 2014

2. D C Sancheti and V K Kapoor – Business Mathematics – Sultan Chand and Sons, 3rd edition, 2010

3. Trivedi Kashyap – Business Mathematics – Pearson Education, 2nd edition, 2016

COURSE OUTCOMES:

Upon successful completion of the course, the student will be able to



CO 1.	Apply set theory to organize and analyze information, improving decision-making process.
CO 2.	Understand and apply the concept of functions to obtain break-even point, Maxima, and Minima
CO 3.	Integrate and Apply knowledge on Permutation and Combination.
CO 4.	Designing the framework of Matrix and its use for solving business problems.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Set Theory				
2	Functions				
3	Permutations and Combinations				
4	Matrix and Determinant				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										



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Semester I
COURSE CODE: SEC201-1C

SKILL ENHANCEMENT COURSE: IT FOR BUSINESS-I

Credit 2 (Practical)

Contact Hour per week 4

Outline of the Course:

Course type	Practical
Level of the Course	200-299 Intermediate-level
Purpose of Course	Business Administration students need to acquire computer skills to accomplish administration tasks effectively. So the beginner level course has been designed for the students to make them aware regarding basics of Computer, Internet, Text Editor, Spreadsheet and Presentation Software which are basic tools used in every business administration. From this course the students will acquire practical knowledge and hands on experience of these basic tools.
Course Objective	CO 1. Familiarize students with the computers for managerial use. CO 2. Provide practical knowledge and develop skills related to preparing documents and reports by using computer. CO 3. Provide advanced skills in presentation slides and introduce spreadsheets.
Minimum weeks per Semester	15
Last Review / Revision	June 2023
Pre-requisite	Familiarity with the usage of computer



Teaching Methodology	Computer LAB (Practical), Class Room Teaching, Discussion and Assignment/Project
Evaluation Method	As per the provision given by Exam Section of VVWU.



Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Introduction to Computer <ul style="list-style-type: none">• History, Generations, Types of computers• Computer system components. Input, Output, Storage devices• Types of OS, Examples of OS• Use of computers in Business• Advantages of using Computers• Introduction to Internet: Types of browsers and email	30 %	13
2	Text Editor <ul style="list-style-type: none">• Basic terminology and definitions• Creating, editing, and formatting documents• Find and replace function• Writing mathematical equations• Creating and formatting tables• Page header, footer, watermark, page layout, printing and converting text editor to PDF• Online document editor• Google Forms• Mail Merge	35 %	16
3	Introduction to Presentation Software <ul style="list-style-type: none">• Overview of presentation software• Basic terminology and definitions• Creating and formatting slides• Adding Media to Presentations• Animating slide content• Creating and using slide templates. Introduction to Spreadsheet <ul style="list-style-type: none">• Overview of Spreadsheet• Basic terminology and definitions• Basic functions (Mathematical, Logical, Counting)	35 %	16

REFERENCE**Core references:**

1. Vishnu Priya Singh- Computer Course (Illustrated), CompuTech Publications Ltd

Reference books:

1. Cox et al - Step by Step 2007 Microsoft Office System - PHI Learning Private Limited.
2. Curtis Frye- Microsoft Excel 2016 Step by Step - Microsoft Press.
3. Ritendra Goel - Computer Application in Management, New Age International
4. Gralla-Tech Media - How Internet Works, QUE

**COURSE OUTCOMES:**

Upon successful completion of the course, the student will be able to

CO 1.	Understand the importance of the use of the computers for managerial use.
CO 2.	Create and format professional-looking documents using the features in Text Editor.
CO 3.	Understand and use various functions and features in Presentation Software to create professional-looking presentations.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes		
		CO 1	CO 2	CO 3
1	Introduction to Computer			
2	Text Editor			
3	Introduction to Presentation Software			

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										



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Department of Management

Bachelor of Business Administration (B.B.A.)

F.Y.B.B.A.

Semester I

COURSE CODE: AEC201-1C

FUNCTIONAL ENGLISH-I (AEC)

Credit 2

Contact Hour per week 2

Outline of the Course

Course type	Theory
Level of the Course	200-299 Intermediate-level
Purpose of Course	To equip individuals with the necessary language skills and confidence to communicate effectively in English, enabling them to succeed academically, professionally, and in various social settings
Course Objective	CO 1. Utilize their knowledge of functional English effectively for communicative purposes. CO 2. Learn language in authentic contexts. CO 3. Use English efficiently for routine. CO 4. Sharpen receptive skills for better comprehension by providing authentic resources. Make students understand how the development of these skills will lead to their holistic development.
Minimum weeks per Semester	15
Last Review / Revision	June 2023
Pre-requisite	Elementary knowledge of English Language.
Teaching Methodology	Class Room Teaching, Discussion and Assignment
Evaluation Method	As per the provision given by Exam Section of VVWU.

**Course Content**

Unit No.	Title of the Unit	% Weightage of Unit	Minimum Nos. of Hours
1	Functional Grammar (Practical) <ul style="list-style-type: none">• Parts of Speech and Functions in sentence structure• Transitivity and its impact on sentence structure• The Theme-Rheme framework in English	34	10
2	Introduction to Receptive Skills <ul style="list-style-type: none">• Concept and Characteristics of Listening• Types of Listening• Barriers to listening• Introduction to the Reading Skills• Concept and Characteristics of Reading• Skimming Vs Scanning	33	10
3	Receptive Skills (Practical) <ul style="list-style-type: none">• Listening to the Conversation/ Debate/ Lectures/ Speeches/ Songs• Listening practice as per Cambridge IELTS Module• Reading for Various Purposes (summarizing/ comprehending/ re-producing)	33	10

REFERENCES:

- "An Introduction to Functional Grammar" by M. A. K. Halliday and Christian M. I. M. Matthiessen
- "Functional English Grammar: An Introduction for Second Language Teachers" by Michael A. K. Halliday and Ruqaiya Hasan
- Gupta, S.C. English Grammar & Composition. Arihant Publication. 2022.
- Mitra, Barun K. Personality Development and Soft Skills. Oxford University Press, 2015.
- Wren and martin. English Grammar. MB publication, 2022.
- Ur, Penny. Teaching Listening Comprehension. Cambridge University Press
- Teaching Listening and Speaking : From Theory to Practice
<https://www.professorjackrichards.com/wp-content/uploads/teaching-listening-and-speaking-from-theory-to-practice.pdf>

**COURSE OUTCOMES**

Upon successful completion of the course, students will be able to:

CO 1	Enable themselves to comprehend ideas clearly and accurately with listening and reading skills.
CO 2	Gain confidence in an academic and professional context.
CO 3	Analyze and improve language skills. Prepare themselves better for placements and beyond.

COURSE OUTCOMES MAPPING

Unit No.	Unit Name	Course Outcomes		
		CO1	CO2	CO3
1	Functional Grammar (Practical)			
2	Introduction to Receptive Skills			
3	Receptive Skills (Practical)			

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										



EFFECTIVE FROM ACADEMIC YEAR 2023-24



EFFECTIVE FROM ACADEMIC YEAR 2023-24

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JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT

Department of Management

F.Y.B.B.A.

Semester I

COURSE CODE: IKS201-1C

COURSE NAME: INDIAN ECONOMICS AND BUSINESS MODEL

Credit 2

Contact Hour per week 2

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate-level
Purpose of Course	The primary purpose of the course is to make students learn and aware about all aspects of Indian Knowledge System which are related to their fields of study and to promote interest in knowing and exploring more.
Course Objective	CO 1. To help students to understand the history of Indian economy thoughts. CO 2. To learn about modern economic model and sectorial dimensions of Indian economy. CO 3. To interpret the concepts of Indian Business Model.
Minimum weeks per Semester	15
Last Review /Revision	June 2023
Pre-requisite	Traditional knowledge and its importance with contemporary application
Teaching Methodology	Class Room Teaching, Group Discussion, Assignment, Case studies and Presentations
Evaluation Method	As per the provision given by Exam Section of VVWU.



Course Content: Module	Content	Weight age	Teaching
1	<p>History of Indian Economic Thoughts</p> <ul style="list-style-type: none"> History of Indian Economic Thoughts: Context from <i>Dharmashastras, Shukraniti, Mahabharata, and Arthashastra</i>. Kautiya's Economic thoughts in specific. India and Global GDP: Ancient India 	20%	6 hours
2	<p>New Indian Economic Model & Sectorial Contribution Past vs Present</p> <ul style="list-style-type: none"> Capitalism and Communalism, Dharmic, Caste as Social Capital, Black Money, and Tax Heaven. Agriculture: Ancient India, Manufacturing: Ancient India, Education in India, And Wealth in India, Governance, and Business in India, Where India Stands Globally. 	40%	12 hours
3	<p>Indian Business Model</p> <ul style="list-style-type: none"> Family Base, High Level of Savings, Self-Employment, Highly Entrepreneurial Nature, Non-corporate Sector as the Core of the Economy, Community Orientation and Higher Social Capital, Faith and Relationship in Economic Affairs, A Society-driven Economy, Driven by Norms and Values 	40%	12 hours

**References:**

1. Kanagasabapathi; “Indian Models of Economy, Business and Management”, Third Edition, Prentice Hall India Ltd., Delhi.
2. Introduction to Indian Knowledge System: Concept & Applications-B mahadevan, Vinayak rajat bhat, Nagendra pavana R. N.
3. Lotus and Stones; Garuda Prakashan (31 October 2020); Garuda Prakashan Pvt. Ltd.
4. Dwivedi D.N., Essentials of Business Economics, Vikas Publications, Latest Edition.
5. Inida Uninc by Prof. R Vaidyanathan, Westland ltd.Publication
6. Economic Sutras by Prof. Satish Y. Deodhar, IIMA Books series
7. Black Money Tax Heaven by R Vaidyanathan, Westland ltd. Publication.

Web resources:

1. Goswami Anandajit, Economic Modeling, Analysis, and Policy for Sustainability, IGI Global, Latest Edition.
2. Ganguly Anirban, Redefining Governance, published by Prabhat Prakashan, Latest Edition.
3. Vaidyanathan R., India Unincorporated, ICFAI Books, Latest Edition.

COURSE OUTCOMES:

CO1	Students will be able to understand the history of economy thoughts of ancient India, our ancient history and roots and its comparison with modern India.
CO2	Students will acquire the knowledge regarding modern economy model and sectorial dimensions comparative of past and present era.
CO3	Students will be able to understand about the business models of different segments as followed ancient India

COURSE OUTCOMES MAPPING

Unit No.	Title of Unit	Course Outcomes		
		CO1	CO2	CO3
1	History of Indian Economy Thoughts			
2	New Indian Economic Model & Sectorial Contribution Past vs Present			
3	Indian Business Model			



COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										



EFFECTIVE FROM ACADEMIC YEAR 2023-24