

# **INVERTIS UNIVERSITY BAREILLY**



## **SCHEME OF INSTRUCTIONS FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**

**INVERTIS UNIVERSITY**  
Invertis Village, NH-24, Bareilly

**INVERTIS UNIVERSITY,  
BAREILLY**

**SCHEME OF INSTRUCTIONS**

**BBA**  
**(Bachelor of Business Administration)**

## Semester 1

Sl. No.	Subject Code and Name	Hours / Week			Maximum Marks			Credit Points
		L	T	P	Final Exa	Sessional	Total	
	Theory Courses							
1	Principles of Management (BBA101)	3	1	0	70	30	100	4
2	Principles of Economics (BBA102)	3	1	0	70	30	100	4
3	Business Mathematics (BBA103)	3	1	0	70	30	100	4
4	Accounting and Financial Analysis (BBA104)	3	1	0	70	30	100	4
5	Business Communication-I (BBA105)	3	1	0	70	30	100	4
6	Business Law (BBA106)	3	1	0	70	30	100	4
7	Viva-Voce Exam (BBA191)	NA	NA	NA	NA	NA	50	2
<b>Total</b>							<b>650</b>	<b>26</b>

## Semester 2

Sl. No.	Subject Code and Name	Hours / Week			Maximum Marks			Credit Points
		L	T	P	Final Exa	Sessional	Total	
	Theory Courses							
1	Indian Economy since Independence (BBA201)	3	1	0	70	30	100	4
2	Cost Accounting (BBA202)	3	1	0	70	30	100	4
3	Business Statistics (BBA203)	3	1	0	70	30	100	4
4	Marketing Management (BBA204)	3	1	0	70	30	100	4
5	Computer Fundamentals (BBA205)	3	1	0	70	30	100	4
6	Business Communications II (BBA206)	3	1	0	70	30	100	4
7	Computer Fundamental Lab. (BBA251)	0	0	4	NA	NA	50	2
<b>Total</b>							<b>650</b>	<b>26</b>

## Semester 3

Sl. No.	Subject Code and Name	Hours / Week			Maximum Marks			Credit Points
		L	T	P	Final Exa	Sessional	Total	
	Theory Courses							
1	Managerial Economics (BBA301)	3	1	0	70	30	100	4
2	Management Accounting (BBA302)	3	1	0	70	30	100	4
3	Business Values & Ethics (BBA303)	3	1	0	70	30	100	4
4	Organizational Behaviour (BBA304)	3	1	0	70	30	100	4
5	Indian Social and Political Structure (BBA305)	3	1	0	70	30	100	4
6	Business Communications III (BBA306)	3	1	0	70	30	100	4
<b>Total</b>							<b>600</b>	<b>24</b>

## **BBA 101: PRINCIPLES OF MANAGEMENT**

**L T P C**

**3 1 0 4**

### **UNIT I (6 Hours)**

Management: Concept, Nature, Scope and Importance, Management: Art and Science, As a Profession, Management Vs Administration, Management Skills, Managerial Roles and Levels of Management, Evolution and Development Of Management Thought: Contribution of Taylor, Fayol and Weber, Social System and Decision Theory Approach.

### **UNIT II (10 Hours)**

Planning: Nature, Scope & Objectives; Types of plans; planning process; Business forecasting and Planning Premises; MBO: Concept and Process, Techniques and Process of decision-making

### **UNIT III (10Hours)**

Organizing: Concept, Importance and Principles, Process of Organizing, Formal and Informal Organizational Structure, Departmentation, Span of Control, Delegation of Authority, Authority and Responsibility, Decentralization

### **UNIT IV (10Hours)**

Staffing: Concept, Manpower Planning, Job Design, Recruitment & Selection, Training and Development, Directing: Concept, Importance; Direction & Supervision, Role of Supervisor, Techniques of directing

### **UNIT V (10 Hours)**

Nature and Scope of Co-ordination, Principles, Techniques and Barriers to Co-ordination, Leadership: Concept, Importance & Leadership Styles

### **UNIT VI (10Hours)**

Controlling: Concept, Process, Principles & Techniques of Controlling, Types of Control, Effective Control System.

### **Suggested Readings:**

1. Essentials of Management, Harold Koontz and Heinz Weihrich; Tata McGraw-Hill, 1998.
2. Essentials of Management , Joseph L Massie; Prentice Hall of India, Pearson, 4<sup>th</sup>Edition, 2003
3. Management, Stoner, Freeman, Gilbert; Pearson Education, 4th Edition.
4. Management Concepts, Principles and Cases , Ghunman and K. Aswathappa; Tata McGraw-Hill 1<sup>st</sup> Edition
5. Principle of Management , L.M.Prasad; Sultan Chand and Sons, Revised Edition,2006

## **BBA 102: PRINCIPLES OF ECONOMICS**

**L T P C**  
**3 1 0 4**

### **UNIT I (6 Hours)**

Definition, Nature Scope and Limitation of Economics as an art or Science, Relevance of Economics in Business Management

### **UNIT II (10 Hours)**

**A) Demand Analysis:** Meaning of Demand, Demand Theory and objectives, Demand Schedule Demand Curve and Nature of Curves, Law of Demand

**B) Supply Analysis:** Meaning, Factors, Supply function. Supply Curve, Supply Schedule

**c) Elasticity of Demand & Supply:** Types and Measurement

### **UNIT III (10 Hours)**

**Utility Analysis:** Marginal Theory of Utilities and Equi-marginal theory of Utility Indifference Curve analysis, Consumer equilibrium and Consumer Surplus, Price, Income and Substitution Effect

### **UNIT IV (10 Hours)**

**A) Cost Concept and Analysis:** Relationship between TC, AC and MC Short Run and Long Run Cost Curves

**B) Theory of Production:** Production Concept, Production function, Single Variable Law of Proportions, Two Variable Law of Return to scale

### **UNIT V (10 Hours)**

#### **Market Structure and Price Determination**

Nature of market, Types of Markets and their characteristics, Pricing under different market structures: Perfect, Monopoly, Oligopoly and Monopolistic Competition, Price Discrimination under Monopoly Competition

### **UNIT VI (10Hours)**

National Income: Circular Flow, National Income - Methods of Measurement.

### **Suggested Readings:**

1. Management Economics , Adhikari M,Excel Books, 2<sup>nd</sup> edition
2. Managerial Economics , Gupta, GS; Tata McGraw-Hill, 2006
3. Principles of Economics , Vaish & Sundaram, Sultan Chand and Sons, 13<sup>th</sup> edition

## **BBA 103: BUSINESS MATHEMATICS**

**LT PC**

**3 1 0 4**

### **Unit I (8 hours)**

Ratio & Proportion, Profit & Loss, Percentage, Simple & Compound Interest.

### **Unit II (10 hours)**

Introduction and Properties of Real Numbers; Definition and Application of different type of Functions (Linear and Quadratic) in Economics and Commerce; Concepts of Factorial, Permutations & Combinations; Simple Arithmetic and Geometric Progression; Concepts of Mathematical Induction.

### **Unit III (10 hours )**

Sets & Subsets, Algebra of Sets, Set Operations, De Morgan's Law, Cartesian Product of Two Sets, Application of Set Theory.

### **Unit IV (10 hours)**

Definition and Types of Matrix; Algebra of Matrices; Transpose, Adjoint and Inverse of a Matrix; Determinants of Rational Numbers upto Third Order; Applications of Matrix in Business Problem.

### **Unit V (10 hours )**

Limits and Derivatives of Function (Only Algebraic Function); Derivatives of Sum, Difference, Product and Quotient; Application of Derivatives in Economics and Managerial Problems.

### **Unit VI (8 hours)**

Basics of Integration; Integration by Parts; Simple Definite Integrates; Applications of Integration in Business Problem.

### **Suggested Readings:**

1. Business Mathematics : D.C.Sancheti and V.K.Kapoor Sultan Chand & Sons 2010.
2. Mathematics for Management : M.Raghvachari Tata Mc Graw Hill Latest Edition

3. Business Mathematics and Statistics:R.K.Ghosh and S.saha New Central Book Agency,2005.

## **BBA 104: ACCOUNTING AND FINANCIAL ANALYSIS**

**L T P C**  
**3 1 0 4**

### **UNIT I (6 Hours)**

**Overview:** Accounting- Definition, Branches, Purpose, Audience, Evolution, Foundation, Capital Maintenance, Development. Accounting as a measurement and valuation System. Accounting concepts, conventions and principles. Accounting Equation.

### **UNIT II (10 Hours)**

**Mechanics of Accounting:** Double entry system of accounting, journalizing of transactions; Reserves and Provisions, Depreciation Methods ,Preparation of final accounts of Sole Traders and Companies, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet.

### **UNIT III (10 Hours)**

**Analysis of financial statement:** Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios ; Common Size Statement ; Comparative Balance Sheet and Trend Analysis .

### **UNIT IV (10 Hours)**

**Funds Flow Statement:** Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis;

### **UNIT V (10 Hours)**

**Cash Flow Statement:** Various cash and non-cash transactions, flow of cash, preparation of Cash Flow Statement and its analysis.

### **UNIT VI (10 Hours)**

**Accounting Standards** – Preparation Procedure, ICAI and Co. Act, Brief Concept of AS 2 – Inventory Valuation and AS 6- Depreciation accounting. Brief introduction of International

Accounting Standards & Matching of Indian Accounting Standards with International Accounting Standards.

### **SUGGESTED READINGS:**

1. Financial Accounting and Analysis, PC Tulsian; Tata Mc Graw Hill, New Delhi 1<sup>st</sup> Edition.
2. Financial Accounting for Management , Ramchandran & Kakani, Tata Mac Graw Hill, 2<sup>nd</sup> Edition
3. An Introduction to Accountancy, Maheshwari S.N & Maheshwari S. K. Vikas Publication, 9<sup>th</sup> Edition

## **BBA 105: BUSSINESS COMMUNICATION I**

### **LTPC**

**3 1 0 4**

**Profiling (2 Days), Ice Breaking Games (2 Hrs.), Grooming Workshop (1 Day), Self Awareness and Self Analysis (1 Hr.), Confidence Building (1 Hr.), Positive thinking and Motivation (1 hr.)**

#### **Unit-I Grammar (12Hrs.)**

Subject verb agreement, Tenses, One word substitution, Article, Correct and Incorrect Sentences, Jumbled sentences, Translation/Summary, Direct Indirect, Active Passive

#### **Unit-II Speaking Skills (18 Hrs.)**

Story building through opening sentences, Pictures, Flash cards, PPTs, Narration on given situations, Memories, Scenic, Emotions, Reporting incidents, Conversation and Dialogues, Situation (visit to a bank, booking a railway ticket, visit to a doctor, introduction over a social evening, leave during an emergency etc.), Invitation to an Occasion, Disagreement on a topic, Conversation etiquettes on a social evening-Do's and Don'ts

#### **Unit-III Listening skills (8 hrs.)**

Conversations and Dialogues, Correct pronunciations, Speeches/ motivation videos, Comprehensions, Passages/Stories of Achievers, English Songs

#### **Unit-IV Writing Skills (10 Hrs.)**

Comprehension passages, Short Speeches. (congratulatory, farewell, welcome, call for a meeting, conduct a random meeting, introduction ,minutes of meeting, agenda,

#### **Unit-V Reading Skills (12 hrs.)**

News paper Reading, Corporate, Film/theatre, International news/Sports, Questionnaire, Interviews

Case Study, Aptitude Tests



## **Unit-VI Learning beyond Classrooms (LBC)**

Workshop on Psychological Analysis, Workshop on interacting in Social evenings and Dining etiquettes, Visit to a Bank/ Doctor, Quiz, Guest Lectures

### **Suggested Readings:**

1. Basic English Usage , Michal Swan; Oxford University Publications, 1<sup>st</sup> Edition
2. How to Build Better Vocabulary , M. Rosen Blum; Blooms berry Publications,1<sup>st</sup> Edition
3. Functional English Grammar , Dr. R.P. Singh; Oxford Publications, 2007
4. Communicative English , Madhvi Apte; PHI, Eastern Economy

## **BBA 106: BUSINESS LAW**

**L T P C**

**3 1 0 4**

### **UNIT-I (6 Hours)**

**Formation of contract**-meaning of offer (proposal),acceptance, promise, agreement consideration, effect of technology on communication of contractual relations, cross offer and counter offer, general and specifically offer. (Case study-Lalman shukla case, carlill carbolic case)

**Essentials of agreement to become contract** – competency or capacity of parties, effect of minor's contract, (Mohiri biwi case)

**Free Consent**- meaning and effect of coercion, undue influence,misrepresentation,fraud,mistake of one party and both party on the enforcement of contract) Unlawful objects, agreements without consideration and their exceptions, Agreements specially declared void by the Act.

### **UNIT-II (10 Hours)**

Contingent contract-meaning with illustrations, impossible agreement and contract, Novation of contract, Doctrine of unjust enrichment with the help of quasi contract, (satyabrata vs. mugneeram case)

### **UNIT-III (10 Hours)**

Breach of contract-anticipatory and present breach, measure of damage in case of breach, liquidated damage and penalty.-----(*Hedley vs. Buxendale* case)

Difference between: a.) void and voidable agreement, b).agreement and contract, c).liquidated damage and penalty.

### **UNIT-IV (10 Hours)**

Contract of indemnity, contract of guarantee, difference between indemnity and guarantee, features of guarantee, extent of surety's liability. Discharge of surety from liability, contract of pledge –essentials, contract of Bailment, rights and duties of bailor and bailee, Concept and contract of agency, relation between principal and agent, determination of agency.

### **UNIT-V (10 Hours)**

#### **Partnership Law-The Partnership Act, 1932.**

Formation of partnership firm, essentials of a partnership agreement, mutual rights and duties of partners, minor partner his rights and liabilities, incoming and outdoor partner, effect of non-registration of the firm, dissolution of the firm.

### **UNIT-VI (10 Hours)**

**The Sale of Goods Act:** Essential elements of sale of goods contract, difference of sale and agreement to sell, conditions and warranty, principle of Nemo debet quod non habet, risk prima facie passes with property, rights of unpaid seller –right of lien, termination of lien, right to stop in transit, its commencement and end Doctrine of caveat emptor and its exceptions.

#### **Suggested Readings:**

1. Law Of Contract, Singh Avtar; Eastern Book Company, 9<sup>th</sup> edition
2. Business Law, Kuchhal M.C; Vikas Publishing House, 5<sup>th</sup> Edition
3. Business Law, Tulsian P.C; Tata Mc Graw Hill, 2<sup>nd</sup> Edition, 2000
4. Bare Acts – The Indian Contract Act-1872, the Sale of Goods Act, 1930, the Indian Partnership Act, 1932(BUSINESS LAW MANUAL)

#### **BBA 201: INDIAN ECONOMY SINCE INDEPENDENCE**

**LT PC**

**3 1 04**

### **UNIT-I (6 Hrs)**

Meaning & parameters of an economy, Characteristics of Indian economy at the time of independence. Economic growth & development. Factors affecting Economic development.

### **UNIT-II (10 Hrs)**

An overview of Economic resources of India. Human resources of India, Concept of Population explosion & Problem of unemployment of India.

### **UNIT-III (10 Hrs)**

Evolution of priorities & development strategy since independence, Role of planning in Indian economy. Critical evaluation of five year plans.

### **UNIT-IV. (10 Hrs)**

Indian economy (pre liberalization era): Restrictive & protective economy prior to 1991

### **UNIT-V. (10 Hrs)**

Nature of tariffs & Duty structure, Nature of foreign trade & licensing policy. Problems & prospects of Indian Agriculture

### **UNIT-VI (10 Hrs)**

Indian economy (Post liberalization era): Nature & salient features of reforms initiatives in 1991. Liberalization, privatization & Globalization, Objectives & effects of LPG reforms on Indian economy.

### **Suggested Readings:**

- 1) An Evolution of Indian Economy, I.C.Dhingra -NCERT: Sultan Chand & Co, Latest edition.
- 2) Indian Economy, Mishra & Puri, Himalaya, Students Edition.
- 3) Indian Economy, Dutt & Sundaram, S. Chand & Company, Delhi, latest edition.

## **BBA 202: COST ACCOUNTING LT PC**

**3 1 04**

### **UNIT – I (6 Hours)**

Introduction: Objectives, Importance, Nature, Scope and Advantages of Cost Accounting; Cost Concept; Methods and Techniques of Costing; Installation of Cost Accounting; Difference between Cost, Financial and Management Accounting;

### **UNIT – II (10 Hours)**

Element of Cost, Classification of Cost, Overhead Allocation, Primary Apportionment, Secondary Apportionment .Cost Ascertainment.

### **UNIT – III (10 Hours)**

Cost Ascertained: **Accounting for Material:** Material Purchase Procedure, storage and inventory control; **Accounting for Labour:** Classification, Principles of Labour, Methods of Remuneration, Overtime and incentives; efficiency rating procedures **Accounting for Overhead:** Meaning, Classification, allocation, apportionment and absorption; Accounting of overheads.

### **UNIT – IV (10Hours)**

Out-put Costing: UNIT costing - Preparation of statement of cost and cost sheet (Including Tender Price / Quotation price); Reconciliation of Cost accounting profit and financial accounting profit  
Operating Costing.

**UNIT – V (10 Hours)**

Method of Costing: Contract and Job Costing; Process Costing.

**UNIT – VI (10 Hours)**

Uniform Costing and Inter-firm Comparison Neo Concepts: Activity Based Costing, Target Costing, Life Cycle Costing.

**Suggested Readings:**

1. Introduction to Cost Accounting, Charles T. Horngren, PHI, 2005.
2. Cost Accounting, Jawahar Lall & Seema Srivastava, TMH, 4th edition.
3. Cost and Management Accounting, Arora M N, Vikas Publishing, 8<sup>th</sup> edition.
4. Cost Accounting, S.N .Maheshwari, S.Chand Publications, 2008

**BBA 203: BUSINESS STATISTICS**

**L T P C**

**3 1 0 4**

**Unit-I (9 hours)**

Definitions of Statistics . Scope in Business and Management, Limitations of Statistics. Classification of data (Geographical, Chronological, Qualitative, Quantitative), Formation of Frequency distributions (discrete and continuous data), Diagrams (Bar, rectangles, squares, circles, pie, Pictograms and cartograms), Graphs (Histogram, Frequency polygon, Smoothed frequency curve, Cumulative Frequency curves or ‘Ogives).

**Unit-II (9 hours)**

Measures of Central Tendency- Characteristics of a Good Average, Arithmetic mean, merits and limitations of arithmetic mean, Weighted arithmetic mean, Median, merits and limitations of median, Quartiles, Deciles and Percentiles, Mode, merits and limitations of mode, Geometric mean and its applications. , Harmonic mean, its applications ,merits and limitations.

**Unit-III(9 hours)**

Measures of Variation – Significance of measuring variation, properties of a good measure of variation. Absolute and Relative measures of variation. Range, Quartile deviation, The Average Deviation, The Standard Deviation, Coefficient of Variation. Moments, Measures of Skewness and Kurtosis.

**Unit-IV(10 hours)**

Correlation and Regression- Scatter Diagram, Karl Pearson's Coefficient of Correlation and its properties, Correlation of bi-variate grouped data. Rank Correlation Coefficient. Method of least squares, Regression lines, Regression Equations, Regression Coefficients and its properties.

**Unit-V(9 hours)**

Time series - Components of Time series , measurements of secular trend ( Freehand, semi-averages, moving averages, least squares).

**Unit-VI (10 hours)**

Index Numbers: Uses, Price and quantity Index numbers, Simple Index numbers, Simple average of price relatives, weighted relative price index numbers, Laspeyres and Paasche , Bowley's , Marshall-Edgeworth's and Fisher's index numbers). Time reversal , Factor reversal and Circular tests. Chain index numbers.

**Suggested Readings:**

1. Business Statistics, Gupta, S.P. &Gupta, M.P., Sultan Chand & Sons, Delhi, 10<sup>th</sup> edition.
2. Introduction to Statistical Methods, Gupta, C.B & Gupta Vijay: 23<sup>rd</sup> Revised Edition, Vikas Publishing House Pvt. Limited, 10<sup>th</sup> edition.
3. Business Statistics , Beri, G.C. , Tata McGraw Hill Education Private Limited, New Delhi, 3<sup>rd</sup> Edition.

**BBA 204: MARKETING MANAGEMENT**

**LT PC**

**3 1 04**

**UNIT I (6 hours)**

Introduction - Meaning, Importance & scope of marketing; Modern marketing concept: Societal marketing, Holistic marketing; marketing mix, relevance of marketing in a developing economy.

**UNIT II (10 hours)**

Market Segmentation, Basis for market segmentation; Market Targeting: concept, types, Product/Service positioning; Importance of STP in marketing.

**UNIT III (10hours)**

Consumer Behaviour- introduction, importance & process; Marketing Mix Decisions: Product decisions- New product development, product mix, PLC, branding and packaging.

**UNIT IV (10 hours)**

Pricing – meaning, Factor affecting price, pricing objective, Pricing methods; Channels of Distribution – Characteristics, Importance, Selection, Types of channels.

**UNIT V (10 hours)**

Promotion: promotion mix, Advertising, Publicity, Sales promotion, personal selling.

**UNIT VI (10 hours)**

Marketing Environment, Market Research: importance, process and scope, Contemporary issues in Marketing.

**Suggested Readings:**

1. Principles of Marketing, Philip Kotler, Pearson, 13<sup>th</sup> edition.
2. Marketing Management, Rajan Saxena, TMH, 3<sup>rd</sup> edition.
3. Marketing Management , Namakumari , Macmillan, 4<sup>th</sup> edition

**BBA 205: COMPUTER FUNDAMENTALS****LT PC****3 1 04****UNIT I (6 Hours)**

**Computer Fundamentals:** What is a computer? Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers. Computer hardware and software, Input/output devices. Computer memories.

**Number System:** Binary, Octal, Decimal, and Hexadecimal representation of Characters: ASCII and EBDIC codes, Binary arithmetic and logic circuit.

**UNIT II (10 Hours)**

**Computer languages:** Machine, Assembly and High level language, Assembler, Compiler and interpreter. Fundamentals of computer programming, Problem solving through computer algorithms and flow chart level of programming.

**Introduction to internet:** Components, Services and working on internet, introduction to protocols, tools.

### **UNIT III (10 Hours)**

**Introduction to Operating System:** Types of operating system, **DOS Operating System-**Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAME, DEL, BACKUP, RESTORE, COPY, SCANDISK, and CHKDSK.

### **UNIT IV (10Hours)**

**Windows Operating System-** Basic Features – Date, Time, Time Zone, Display, Screen saver, Fonts, Mouse, and mouse pointers. Using accessories such as calculator, paint brush, CD player, etc. Use of Windows Explorer for moving and copying files.

### **UNIT V (10 Hours)**

**Introduction to MS-Office and its integrated nature-MS-Word:** Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers.

### **UNIT VI (10Hours)**

**Power Point (Presentation software):** Basic concept of presentation software, standard toolbar, formatting toolbar, and drawing toolbars in Power Point and their use. Creating and opening a presentation. Use of slide sorter, adding header/footer. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.

### **Suggested Readings:**

1. Computer Fundamental, V. Rajarjaman, Prentice Hall of India, 4<sup>th</sup> Edition
2. Computer Fundamental, P.K. Sinha: BPB Publications, 2nd edition, 1992.
3. PC Software for Windows, R.K. Taxali, Tata Mc Graw Hill, Golgotia Publications, latest edition.

## **BBA 206: BUSINESS COMMUNICATION II**

**L T P C**  
**3 1 0 4**

### **UNIT I Introduction to Communication (6 Hours)**

Theory of Communication, Importance & Role of Communication, Distinction between General and Business Communication, Levels of Communication - Interpersonal, Organizational & Mass Communication.

## **UNIT II the Flow of Communication (10 Hours)**

Downward, Upward, Lateral or Horizontal Communication, Types of Communication (formal & Informal, oral & written, verbal & non-verbal), Advantages and Disadvantages

## **UNIT III Process of Communication (10 Hours)**

Message Model & Inferential Models of Communication, Essentials of Effective Business Communication

## **UNIT IV Barriers to Effective Communication (10 Hours)**

Barriers to Effective Communication, Overcoming Communication Barriers.

## **UNIT V Technology and Communication (10 Hours)**

Audio-Visual Tools of Business Communication, Video Conferencing, Tele Conferencing, Business E-mails, SMS

## **UNIT VI Presentation Strategies (10 Hours)**

- i) Defining Purpose, Audience and Locale.
- ii) Organizing Contents. Preparing Outline.
- iii) The Role of non-verbal communication/behavioural communication (Kinesics, Proxemics, haptics (touch), oculosics (eye contact), Chronemics, oflectics
- iv) Presentations with and without Microsoft PowerPoint.

### **Suggested Readings:**

1. Bovee & Thill, Business Communication, McGraw Hill, 9<sup>th</sup> edition.
2. Raymond V. Lesikar, Business Communication, McGraw Hill, 7<sup>th</sup> edition.
3. Dr. Asha Kaul, Business Communication, PHI learning, 2<sup>nd</sup> edition.

## **BBA 301: MANAGERIAL ECONOMICS**

**L T P C**  
**3 1 0 4**

## **UNIT I (6 Hours)**