



अटल बिहारी वाजपेयीविष्वविद्यालय,बिलासपुर(छग.)

कोनी पुलिस थाना के सामने, बिलासपुर –रतनपर मार्ग, कोनी, जिला–बिलासपुर (छ.ग.) 495009
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वेबसाईट : www.bilaspuruniversity.ac.in

Bachelor of Business Administration

BBA Part-II

scheme Session-2024-25

PAPERS	Maximum Marks	Minimum Marks
A. FOUNDATION COURSE:		
1 HINDI LANGUAGE	75	26
2. ENGLISH LANGUAGE	75	26
B. COMPULSORY GROUPS :		
GROUP- I		
1. BUSINESS COMMUNICATION	75	
2. ORGANISATIONAL BEHAVIOUR	75	50
GROUP- II		
1. PERSONNEL MANAGEMENT	75	
2. BUSINESS STATISTICS	75	50
GROUP- II		
1. MARKETING MANAGEMENT	75	
2. MANAGERIAL ECONOMICS	75	50
C. ASSIGNMENT: (RELETED WITH ALL HE SUBJECTS)	50	20
TOTAL	650	

हिंदी भाषाकेव्याकरण के रचना पक्ष का ज्ञान, संप्रेषण कौशल, सामाजिकसंदेश एवं भाषायी दक्षता की दृष्टि तथा नई शिक्षा नीति के उद्देश्य को ध्यान में रखकर पाठ्यक्रम का निर्माण किया गया है।

बी.ए./ बी.एस-सी./ बी.कॉम./ बी.एच.एस.सी. भाग- दो

(आधार पाठ्यक्रम)

प्रथम प्रश्नपत्र

हिंदी भाषा

कोड....

पूर्णांक 75

क्रेडिट 05

पाठ्यक्रम का उद्देश्य:-

- (1) गद्य विधाओंसे अवगत कराना एवं निबंध कौशल सिखाना।
- (2) कार्यालयीन हिंदी का ज्ञान प्रदान करना।
- (3) हिंदी व्याकरण का समग्र ज्ञान प्रदान करना।
- (4) हिंदी भाषा में प्रचलित विभिन्न शब्द रूपों से परिचित कराना।

पाठ्य विषय:-

इकाई 1. (क) नाखून क्यों बढ़ते हैं?: हजारी प्रसाद द्विवेदी (ख) कार्यालयीन भाषा, मीडिया की भाषा, वित्त एवं वाणिज्य की भाषा, मशीनी भाषा	अंक 15 18 कालखंड
इकाई 2. (क) युवकों का समाज में स्थान : आचार्य नरेंद्र देव (ख) हिंदी के तत्सम, तद्भव, देशज, विदेशी शब्द-परिचय,	अंक 15 18 कालखंड

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संज्ञा, सर्वनाम,	
इकाई 3 (क)डॉ खूबचंद बघेल : हरि ठाकुर (ख)कारक, विशेषण, क्रिया विशेषण	अंक 15 18 कालखंड
इकाई 4 (क) एक पहाड़ीमैना की मौत : डॉ. कांति कुमार जैन (ख) समास, संधि	अंक 15 18 कालखंड
इकाई 5 (क) मातृभूमि : वासुदेव शरण अग्रवाल (ख)अनुवाद - परिभाषा, स्वरूप, प्रकार, स्रोत भाषा और लक्ष्य भाषा, अंग्रेजी से हिंदी में अनुवाद	अंक 15 18 कालखंड

मूल्यांकन योजना:-

प्रत्येक इकाई से एक-एक प्रश्न पूछे जाएंगे। प्रत्येक प्रश्न में आंतरिक विकल्प होगा। प्रत्येक प्रश्न के 15 अंक होंगे। प्रत्येक प्रश्न के दो भाग 'क' और 'ख' होंगे एवं अंक क्रमशः 08 एवं 07 होंगे। प्रश्नपत्र का पूर्णांक 75 निर्धारित है। प्रश्नपत्रके पूर्णांकका दस प्रतिशत अंक आंतरिक मूल्यांकनके लिए निर्धारित है।

पाठ्यक्रम अधिगम परिणाम:-

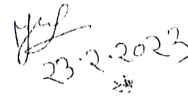
1. गद्य की विभिन्न विधाओं से परिचित हो सकेंगे एवं उनमें साहित्यिक रुझान पैदा होगा।
2. हिंदी के आधारभूत व्याकरणिक अवधारणाओं से विद्यार्थी परिचित हो सकेंगे। उनमें रचनात्मकता एवं भाषाकौशल का विकास होगा।
3. विभिन्न प्रतियोगी परीक्षाओं की तैयारी में यह पाठ्यक्रम सहायक होगा।

पाठ्यक्रम निर्माण का औचित्य :-

सुप्रसिद्ध विद्वानों के लेख/निबंध/संस्मरण के माध्यम से विद्यार्थियों के चिंतन परक दृष्टिकोण एवं व्यक्तित्व का विकास करते हुए उन्हें व्याकरणिक एवं भाषा-प्रयोग विषयक पक्ष से परिचित कराते हुए प्रतियोगी परीक्षाओं की दृष्टि से तैयार करने की दिशा में यह पाठ्यक्रम उपयोगी रहेगा।


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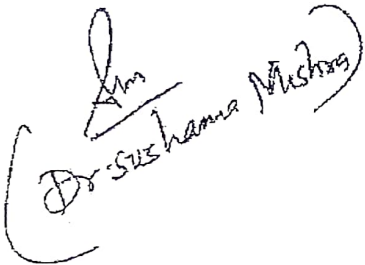

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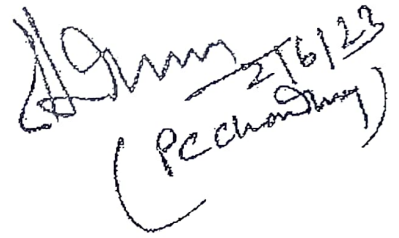
Central Board of Studies Foundation Course Paper-II
English Language for Under Graduate Students

Programme Outcomes for English Language B.A/B.Sc/B.Com I, II, III

The programme enables a student to get acquainted

- With the rich cultural heritage and develops patriotic feelings through the works of Indian authors & poets.
- To get exposure of the usage of grammar according to contemporary times.
- To have an exposure about the literary genre with the help of the authors & poets across the globe.
- To develop an appreciation for English Language & Communication Skills.


(Dr. Sushama Mishra)


2/6/23
(P. Choudhary)

Learning Outcomes (English Language) B.A/B.Sc/B.Com - I, II, III

The learning outcomes are as follows:

1. To strengthen the linguistic skills - Listening, Speaking, Reading and Writing.
2. To refine the way of thinking and speaking which would lead them to have mighty ideas in day to day life.
3. To improve students speaking ability in English both in terms of fluency and comprehensibility.
4. To enhance practical use of English in day-to-day life.
5. To enrich the vocabulary of the students.

Anshu
12.6.2023
(Dr. Sushama Mishra)

(Dr. Chandan)

Programme Specific Outcomes FC_ Paper-II
(English Language) B.A/B.Sc/B.Com - I, II,III

The Programme Specific outcomes are as follows:

1. To develop abilities of the students as a critical reader and writer.
2. To develop the ability of public interaction and speaking.
3. To develop self awareness about English language.
4. To develop critical thinking .

To give a practice in writing, drafting of English assignments.

Sushama
(Dr. Sushama Mishra)

Pradyumn
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(Pradyumn)

BA/B.Sc./B.Com/B.Sc. Home.Sc. (Part-II)
Foundation Course Paper-II English Language

Max. Marks:75
 Total credits: 05

Qualifying Marks:26

Paper-II	Mark's	Period's	Credit
Unit-I English in Use: A Textbook for College Students (Semester III), Macmillan Publishers India Pvt Ltd	3x5=15	18	01
Unit -II Business Reports & Media Reports Writing Notices, Blog Writing	1x10=10	18	01
Unit -III Reading Comprehension (a) Unseen Passage (MCQ -based) (b) Vocabulary (Text-based)	1x5=05 1x10=10	18	01
Unit -IV Essay Writing: Discursive Essay, Argumentative Essay	1x10=10	09	0.5
Unit-V Grammar : • Ordering of words • Voice • Conditional sentences • Use of some, any, enough, too, otherwise, few, many, such, very • Prepositions • Question tags • Transformation of sentences(like-Simple to Compound to Complex, Exclamatory to Assertive) • Transformation of sentences with positive, Comparative and superlative degrees • Grammatical items given in the textbook 'English in Use'	1x25=25	27	1.5
Total	75	90	05
Recommended Books- 1. Essential English Grammar, 2nd Edition by Raymond Murphy, Cambridge Publication 2. English Grammar in use 5th edition by Raymond Murphy, Cambridge Publication. 3. Advanced English Grammar by Martin Hewings Cambridge University Press.			

Am
 (Dr. Sushama Patil)

Dr. Am
 2/6/23
 (P. Chaudhary)



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SYLLABUS
B.B.A. PART-II

GROUP - I
PAPER - I
BUSINESS COMMUNICATION

UNIT - I

Communication - Nature, Function and Scope, Role of Communication the business organisation.

UNIT - II

Communication process, communication channel & Network, organisational communication.

UNIT - III

Communication Media, Written Communication, oral communication, Non Verbal Communication & Public speaking.

UNIT - IV

Harriers to Communication, Effective Communication.

UNIT - V

Communication Feedback Systems, Wonderful world of words and their meaning, Communication Feedback System.

GROUP - I
PAPER - II
ORGANISATION BEHAVIOUR

UNIT - I

Organisational Behaviour: Basic Concepts, Theories, formal and informal organisation, perception, attitudes and values.

UNIT - II

Personality development and personality theories. Motivation & Motivation theories.

UNIT - III

Organisational conflicts, Role of Individual in organisation organisational structure & Design.

UNIT - IV

Group & Group dynamics work group.

UNIT - V

Leadership: Concepts, Theories.



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SYLLABUS
B.B.A. PART-II

GROUP - II
PAPER - I
PERSONNEL MANAGEMENT

UNIT - I

Personnel management: Nature & Scope, Personnel management philosophy & its development.

UNIT - II

Personnel policy, Manpower planning, Job analysis, Job description, Job specialization.

UNIT - III

Recruitment, selection & placement of personnel, training & development of personnel.

UNIT - IV

Performance appraisal, supervision and Counselling wages & Salary administration. Now wage incentives.

UNIT - V

Work Culture and Employee motivation. Industrial relations and trade unions. labour welfare.

GROUP - II
PAPER - II
BUSINESS STATISTICS

UNIT - I

Functions, importance and limitations of statistics, Statistical Investigation.

UNIT - II

Data Collection, Tools & Techniques. Classification and Tabulation of data, Diagrammatic presentation, Graphical presentation.

UNIT - III

Measures of Central tendency, Measures of Dispersion, Moments, Sleekness and Kurtosis.

UNIT - IV

Correlation, Regression, Index number, analysis of time series, Theory of Attributes.

UNIT - V

Probability, Sampling distribution, Probability, Statistical Inference, Analysis of variance, Multiple linier regression



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SYLLABUS
B.B.A. PART-II

GROUP - III
PAPER - I
MARKETING MANAGEMENT

UNIT - I

Marketing: Basic Concepts meaning. Function and importance of Marketing Management.

UNIT - II

Consumer behaviour and motivation, Products and products policies.

UNIT - III

Pricing decisions, price policy and strategy, channels of distribution and logistics management.

UNIT - IV

Market research and market segmentation sales promotion.

UNIT - V

Sales forecasting, advertising management.



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SYLLABUS
B.B.A. PART-II

GROUP - II
PAPER - II
MANAGERIAL ECONOMICS

OBJECTIVE

This Course is Meant to Acquaint the student with the principles of business economics as per applicable on business.

COURSE INPUTS

UNIT - I

Introduction Basic Problems of economy, Working of Price Mechanism. Elasticity of Demand: concept and measurements of elasticity and demand; Price income and cross elasticity; Average revenue, Marginal revenue and elasticity of demands; Importance of elasticity of demand.

UNIT - II

Production Function: Law of variable proportions; ISO-quant's, Expansion path; Return to Scale; internal and external economics and diseconomies.

UNIT - III

Theory of costs; Short run and long run cost curve-traditional and Morden approaches. Market Structure -I Market Structure and Business decision; Objectives of a business firm.

a) Perfect Competition: Profit Maximization and equilibrium of firm and industry; short run and long run supply curves; Price and output determination. Practical applications.

b) Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi-plant monopoly; Price discrimination. Practical applications.

Unit - IV Market Structures

a) Monopolistic competition: Meaning and characteristics; Price and output determination under monopolistic competition; Product differentiations; Selling costs; Comparison with perfect competition; Excess capacity under monopolistic competition.

b) Oligopoly: Characteristics, Indeterminate pricing and output; Classical models of oligopoly; Price leadership; Collusive oligopoly.

Unit - V

Factor Pricing-I: Marginal productivity theory an demand for factors; Nature of supply factor inputs; Determination of wage rates under perfect competent and monopoly; Exploitation of labour.

Factor Pricing - II: Rent Concept, Recording and modern Theories of Rent Quasi rent. Interest- concept and theories of Interest; Profit-Nature; Concepts and theories of Profit.