Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB301 - SEC- I (Common course) – Semester III

Personality Development and Communication Skills

Objective of this Course:

To create awareness and motivation among UG learners about personality development in terms of their basic skills including goal setting and time management: To train the learners adequately by exposure to theory and practice pertaining to these skills.

The Syllabus:

Unit – I Basics of English - Tenses, reported speech: Acquiring the Communication skills – Interpersonal skills, Speaking skills (brief speeches, group discussion); Writing skills (paragraph, Summary, note making, Editing, business letters)

Unit – II Acquiring the soft Skills for personality development : Body language: goal setting Time Management: Emotional Intelligence: Problem-solving; Team work

References.

1.Jeremy Harmar & John Arnold. **Advance Speaking Skills**. Essex, Longman Group Limited, 1978
2.Hedwig Lewis. **Body Language: A Guide for Professionals** . Response Books (a division of Sage
3. Publications India, Pvt. Ltd.,) New Delhi., 1998
4.Daniel Goldman. **Emotional Intelligence**. New York, Bantam Books 1995
5. Rajiv Mishra**, Personality Development**, Rupa & Co.
6. Sherfield, R.M., Montgomery, R.J., Moody, P.G., **Developing Soft Skills**, 4th Edition, Pearson, 2010.
7. Barun K. Mitra, **Personality Development and Soft Skills, Oxford University Press**

(Total 16 topics to be taught in 25-30 hrs during the semester)

Paper Code: BB401-   SEC- II

STATISTICAL SOFTWARE

Objective: Familiarise students with a statistical package for data analysis related to the Statistics and Market Research papers and which will also help in the Research Project. Any user friendly statistical package depending on resources available at each institution can be used. For example SPSS, PSPP (open source)/ or any other equivalent. Some of the statistical analysis functions are also available in add in tools in Excel.

Course contents:

Unit - I

Introduction- Data Entry, Storing and Retrieving Files, Statistics Menus, Generating New Variables

Unit -II

Running Statistical Procedures – data entry and interpretation of the output Descriptive Statistics

T-tests

Chi Square test

One way & Two way

ANOVA Correlation

Linear regression including multiple regression.

MODEL PAPER FOR BBA (CBCS)

Code No.

FACULTY OF MANAGEMENT

SKILL ENHANCEMENT COURSE

III & IV SEMESTER (NEW) EXAMINATION, 2017

Internal Exam   (Max Marks – 10)

a) **10 bits Multiple Choice Question**   **10 x ½ = 5 Marks**

b) **Fill in the blank**   **10x ½ = 5 Marks**

Externals Exam (University Examination) (Max Marks – 40)

PART – A

Answer all questions (Short Answer Type)   **(5x 2 =10 Marks)**

1. a)

   b)

PART – B

Essay Answer Type   **(15x2 =30 Marks)**

2. a)

 OR

   b)

3. a)

OR

   b)