

K.S.K.V. Kachchh University
Bachelor of Business Administration
Semester-II

CC201: Communication Skills

Introduction: On a daily basis we work with people who have different opinions, values, beliefs, and needs than our own. Our ability to exchange ideas with others, understand others' perspectives, solve problems and successfully utilize the steps and processes presented in this training will depend significantly on how effectively we are able to communicate with others. Hence it becomes imperative to have some understanding of the complex and dynamic structure of modern communication and develop communication skills.

1. **Objective:** Behavioral pattern always gets changed in relation to status and role of an individual. It is in this respect that this course is designed to understand and examine the traits of individual as consumer in the society. The purpose is to have impact assessment over the changing marketing technology

2. **Evaluation :**

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Fundamentals of Communication: Importance of Communication; Definition and process of communication and feedback in Communication; Barriers to effective Communication; Features of effective Communication	25%
2	Forms of Communication: Types of Communication (Verbal and Non-verbal with sub-types); Dimensions of Communication (Formal and Informal, Horizontal, upward; downward); Listening and its Types; Computer as a medium of modern communication and ethics related to it.	25%
3	Text applications of social class Men of Steel: India's Business Leaders in Candid Conversation with Veer Sanghvi; Author: Veer Sanghvi ; Pub: Roli books, 2007; Short Question-answers should be asked from the text.	25%
4	Language Skills	25%

4. Suggested Topics for Seminars:

1. Different Media of Communication (the students can write seminar papers on various media, i.e., social networking etc.)
2. Cross Cultural Communication
3. Methods to Initiate and Facilitate Feedback in the Modern World
4. Problems faced by learners of English as a second language and their possible Solutions

5. Comparative study of communication styles of various successful leaders.
Assessment to be done on the basis of quizzes, assignments and tests/exam. Quizzes and tests to be set from the syllabus itself. Suggested areas/topics for assignments:

5. Suggested Topics for Assignments/Quiz:

1. Listening Comprehension
2. Case analysis to test the effectiveness of Communication (Unit 1 & 2)
3. Vocabulary from the text book. (Unit 3)
4. Contextual usage of idioms, phrases. (Unit 4)
5. Success Stories of Entrepreneurs (other than the text book)

6. Recommended Text Books:

Consumer Behavior by Leon G. Schiffman & Leslie Lazar Kanuk (Ninth edition)

7. Suggested reference Books:

- F. Business Communication Today – By Bovee, Thill, Schazman
- G. Business Communication – by Pal and Korlahalli
- H. Business Communication – by S M Rai and U S Rai
- I. Business Communication – Meenakshi Raman and Sangeeta Sharma
- J. Business Communication – by Asha Kaul
- K. Contemporary Business Communication – Scott Ober
- L. Business Communication – By Sangeeta Magan
- M. Business Communication – by Meenakshi Raman and Prakash Singh (Case Method Approach)
- N. Business Communication – by N S Pradhan and Homai Pradhan
- O. Business Communication – by P D Chaturvedi and Mukesh Chaturvedi
- P. Modern Commercial Correspondence – by R S N Pillai and Bagavathi
- Q. Enrich your English – by CIEFL (Academic Skills book)
- R. Contemporary English Grammar – Raymond Murphy
- S. Essential English Grammar - Raymond Murphy
- T. Business Maharajas – Gita Parimal
- H. Different Media of Communication (the students can write seminar papers on various media, i.e., social networking etc.)
- I. Cross Cultural Communication
- J. Methods to Initiate and Facilitate Feedback in the Modern World
- K. Problems faced by learners of English as a second language and their possible Solutions
- L. Comparative study of communication styles of various successful leaders

8. Guidelines for FYBBA Communication Skills Practical

1. Speech Making: The students would be asked to make extempore speeches on current topics (could be related to social evils, economic developments, political conditions, etc.) for the duration of 3 minutes.
2. Role Play: Role Play can be related to any of the following topics.
 - a. Conversing with an insurance agent
 - b. At a bank
 - c. At a shop
 - d. At a travel agency
 - e. At a ticket counter
 - f. Medical Representatives

- g. Clients/patients to a counselor
- h. Taking interviews (like a media personnel) of celebrities
- i. Reactions/evasive replies/ negative responses to unwanted telephone calls
- j. Conversation between teacher-student/boss-employee

9. **Structure of Course Examination**

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

10. **Distribution of Marks :**

- Q.1 **14 marks** will have multiple choice questions based on the given units 14 Marks
- Q.2 Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. 14 Marks
- Q.3 Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. 14 Marks
- Q.4 Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. 14 Marks
- Q.5 Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. 14 Marks

K.S.K.V. Kachchh University
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Semester-II

CC202: Principles of Management-2

Introduction: The field of management has undergone a sea change and has today assumed the form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and new issues and findings are constantly emerging. This field is attracting many people who want to undergo a formal training in this area.

1. Objective: This subject is designed to provide a basic understanding to the students with reference to working of business organizations through the process of management. The first part of this course (offered in the first semester) will give a brief understanding of the managerial functions of planning (including decision-making) and organizing. The second part (offered in the second semester) will throw light on the managerial functions of staffing, directing and controlling.

2. Evaluation :

Evaluation pattern

End Semester	70%
Mid-Semester	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Staffing Meaning; A. <u>Human Resource Planning</u> – Meaning; importance. B. <u>Job Analysis</u> – Meaning; importance. C. <u>Recruitment</u> – Meaning; only sources of recruitment. D. <u>Selection</u> – Meaning; only the selection process. E. <u>Training</u> – Meaning; methods of training – job rotation, lectures/conferences, vestibule (a short note on these).	25%
2	Directing Meaning; Principles of directing <u>Motivation</u> – Meaning; Theories of motivation - Herzberg’s Two-Factor theory, McGregor’s Theory X and Theory Y, Theory Z. ; <u>Leadership</u> – Meaning; Theories of leadership – Blake and Mouton’s Managerial grid, Leadership Continuum. ; <u>Communication</u> – Meaning; importance.	25%
3	Control. Meaning; nature of control; importance of control; the control process; essentials/principles of effective control system; techniques of control – Break-Even Analysis.	25%
4	Emerging issues in Management <u>Knowledge Management</u> – Meaning; objectives. <u>Technology Management</u> – Meaning; functions, limitations. <u>Corporate Social Responsibility</u> – Meaning; arguments for and against CSR	25%

4. Suggested topics for seminars and presentations:

1. Total Quality Management.
2. Management Information System.
3. Use of symbols in communication.
4. Management practices across cultures.

5. Topics for assignments:

1. McClelland's Needs theory of motivation.
2. Autocratic style of leadership.
3. Democratic style of leadership.
4. Free-Rein style of leadership.
5. Budgetary Control.
6. Constituents of Knowledge Management.
7. Challenges facing Technology Management.
8. Approaches to Corporate Social Responsibility.

6. Recommended Text Books:

1. L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6th edition.
2. Karminder Ghuman and K. Aswathapa; Management – Concept, Practice and Cases; Tata McGraw Hill; 1st edition (2010)

7. Suggested reference Books:

1. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.

2. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

9. Distribution of Marks :

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| Q.3 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.4 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.5 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |

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CC203: COST ACCOUNTING

Introduction: Owing to the growing need of inculcating cost consciousness and encourage cost-reduction efforts, the area of cost accounting has emerged as a vital branch of accounting. The modern -day businesses in the manufacturing as well as service sectors are faced with the challenges of intense competition nationally and globally. Hence, these business units are forced to recognise the impact of cost control and cost reduction on profits. At the root is the need to thoroughly understand the types, nature, behaviour and effect of the various elements of cost on the pricing, production and profits. For the managers, knowledge of cost accounting is a prerequisite to successful management accounting.

1. **Objective:** The aim of this subject is to provide an extension of the fundamentals of marketing and develop the analytical skills and unleash the skills to harness the potential of marketing in the corporate world

2. **Evaluation :**

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. **Course Contents :**

Module No.	Modules/ Sub Modules	Marks (%)
1	BASIC CONCEPTS OF COSTING: Meaning of Costing, Objectives of Cost Accounting, Functions of Cost Accountant, Advantages of Cost Accounting, Objections to Cost Accounting, Elements of Cost, Types of Costing, Cost Classification, Methods of Costing, Terms used in Costing (cost concepts for decision making)	25%
2	UNIT COSTING Preparation of Simple cost Sheet (Only single product costing), Tender Cost Sheet (Estimated Cost Sheet)	25%
3	RECONCILIATION OF COST AND FINANCIAL ACCOUNTING Preparation of Reconciliation Statement based on Cost Sheet and Profit & loss Account. (Preparation of Cost Sheet and/or Profit & Loss Account and preparation of Reconciliation Statement)	25%
4	NON-INTEGRAL ACCOUNTING (COST CONTROL ACCOUNTS) Cost ledger Control Accounts, Journal entries and preparation of Cost control Accounts.	25%

4. Topics for Assignment:

1. Application of different costing techniques in various industries
2. Direct & Indirect Expenses classification
3. Cost Accounting Records for movement of material and details of labour

5. Topics for Seminar and Quiz:

1. Contemporary issues in Cost Accounting
2. Developing costing technique for a specific industry
3. Cost Accounting Software used in various industries
4. Practical application of uniform costing in various industries
5. Use of Costing in Service Industry
6. Cost Reduction and cost control techniques

6. Recommended Text Books & Suggested reference Books:

Tax Book

Cost Accounting Text and Problems by M. C. Shukla, T. S .Grewal and M. P. Gupta
– S Chand – 10th Edition

Ref. Books

Management Accounting by Paresh Shah – Oxford University Press

Cost Accounting by J. Made Goda – Himalaya Publishing House – 1st Edition

Cost Accounting by Jawahar Lal & Seema Srivastava – Tata McGraw Hill
Publication - 2008 Edition

7. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

8. Distribution of Marks :

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| Q.4 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.5 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |

K.S.K.V. Kachchh University
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Semester-II
CC204: Principles of Economics (Macro)

Introduction: Macro Economics is a broad field of study. It is a branch of Economics dealing with the performance, structure, behavior & decision making of the entire Economy.

- 1. Objective:** . To study the behaviour and working of the economy as a whole.
 To study relationships among broad aggregates.
 To apply economic reasoning to problems of business and public policy.

2. Evaluation :

Evaluation pattern

End Semester Examination	70%
Mid-Semester Examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents:

Module No.	Modules/ Sub Modules	Marks (%)
1	Introduction to Macro Economics: Definition, Scope, Importance and Limitations of Macro Economics; National Income (NI) Accounting; Meaning of NI and Circular Flow of NI (in Four sector economy) ;Stock and flow concept, NI at Current Price and NI at Constant Price; Various concepts of NI (GNP, GDP, NNP, NDP), Personal Income, Disposable ;Income ; Methods for measurement of NI ;Difficulties in measurement of NI	25%
2	Theory of Income and Employment ; Keynes' consumption function; Investment function; Keynesian theory of Income and employment; Investment multiplier; Interest rate theory - Liquidity Preference Theory	25%
3	Money; Definition and Functions ; Stocks of Money (M1, M2, M3 and M4) ; Credit creation by Commercial Banks; Inflation; Meaning of Inflation, Deflation, Stagflation and Causes of inflation, Measures to Control Inflation; D. Business cycle; Meaning, characteristics and phases	25%
4	Monetary policy; Meaning, Objectives and Tools; F. Fiscal policy; Meaning, Objectives and Tools; G. Balance of Payments; Meaning, Structure, Causes of Disequilibrium and Methods of Correcting Disequilibrium	25%

4. Topics for Assignment

1. Functions of Commercial Banks
2. Functions of Central Banks
3. Factors affecting Business Cycle
4. Use of National Income Data
5. Difference between BOT and BOP

5. Topics for Seminar

1. Inflation in India
2. Economic Growth and Economic Development
3. Role of Economic Policies in Economic Growth
4. Relationship between Inflation and unemployment
5. Recommended Text Books & Suggested reference Books:

6. Recommended Text Books & Suggested reference Books: Text Book

- D. Macro Economics by D.M.Mithani (Himalaya Publication)
- E. Macro Economics by R. Cauvery (S.Chand Publication.)

7. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

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Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

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- Q.5 Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. 14 Marks

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Semester-II

CC205: GROWTH AND STRUCTURE OF INDUSTRIES

Introduction: India is developing economy. Industrialization has a major role to play in the economic development of a country. The government of India launched the process of industrialization as conscious and deliberate policy of economic growth in early fifties.

1. Objectives : To expose students to a new approach to the study of the Indian Industries. To help the students in analyzing the present phase of the Indian Industries & Services .To acquaint students with the emerging issues in Industrial & Service sector in the light of policies of liberalization and globalization.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents:

Module No.	Modules/ Sub Modules	Marks (%)
1	Introduction : Meaning of industry and industrialization, Significance of industrialization in India, Factors hampering India Location of Industries : Meaning and importance of location, Weber's theory of location and factors affecting location, Agglomeration and Deglomeration, Dynamics of industrial location	25%
2	Public Sector in Indian Economy: Role of PSUs in India, Performance of PSUs and Problems of PSUs, Private Sector in Indian Economy: Role of Private Sector in India, Performance of Private Sector in the Post Liberalisation phase in India, Problems of Private Sector , Growth and Contribution Of Service Sector in India	25%
3	Small Scale and Cottage Industries : Meaning, characteristics and classification (cottage, modern SSI and tiny units), Importance of SSI in Indian economy, Problems faced by SSIs, Policy measures for SSIs (Government Assistance to SSIs, Industrial Estates, DICs, Policy of reservation for SSIs), the industrial policy 1991 and SSIs, Financial Institutions for SSI (NSIC, SIDBI, SFCs, SIDC)	25%
4	Industrial Policy : An outline of the industrial policies in the pre-reform (1991) period.; Provisions of the industrial policy after 1991 Policies for Industrial Sickness : Meaning of industrial sickness, causes of industrial sickness in India, Government's measures for sick industrial units Indian Industries and the Energy problem: Sources of Energy, Energy Crisis and Measures to solve Energy Crisis	25%

4. Topics for Assignment

1. Classification of Industries
2. Measures to improve efficiency of PSUs
3. Five Year Plan & Small Scale Industries
4. Occupational Structure in India
5. Importance of infrastructure in economic development

5 Suggested Topics for Seminar

1. Industrial Development during Planning
2. Need for Macro Finance in India
3. Role of Industries in the development of Indian Economy
4. Role of Human Recourses in the development of Indian economy

6. Recommended Text Books & Suggested reference Books:

Text Book:

- (1) Indian Economy (28th Revised Edition) by Mishra & Puri (Himalaya publication)
- (2) Industrial Economy of India by S.S.M Desai & N. Bhalerao

Reference Book :

- (1) Indian Economy by Datt & Sundharam (S.Chand Publication)

7. Structure of Course Examination

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Evaluation pattern

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8. Distribution of Marks :

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| Q.5 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |

K.S.K.V. Kachchh University
Bachelor of Business Administration
Semester-II
CC206: Business Mathematics

Introduction: India is developing economy. Industrialization has a major role to play in the economic development of a country. The government of India launched the process of industrialization as conscious and deliberate policy of economic growth in early fifties.

- Objective:** The objective of the course is to introduce the student to the basics in mathematics utilized for pricing of financial derivatives. To provide the student basic understanding of the mathematical ideas and technical tools used in modeling. Prepare students for subsequent work in their business majors and for their future careers in the business community.

2. Evaluation:

Evaluation pattern

End Semester Examination	70%
Mid-Semester Examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Derivative and its applications Introduction, Definition, Derivative of a function of one variable , Derivative of standard functions (e.g. x^n , ax , e^x , $\log x$) (without proof) , Rules of derivative (Addition, Subtraction, Multiplication, Division, Chain), Examples, Logarithmic differentiation, Marginal Revenue function, Marginal Cost function, Profit function Price elasticity of demand and supply.	25%
2	Second order derivative Introduction, definition and examples of second order derivatives, Maxima and Minima of a function, Applications: Profit, Revenue Maximization and Cost Minimization ,Partial derivative and its applications to functions of two variables	25%
3	Matrix Algebra Introduction, Types of matrices, Addition and subtraction of Matrices, Multiplication by scalar, Multiplication of two matrices, Inverse of matrix (up to 3×3 matrix using adjoint matrix), Applications to business problems and solving	25%
4	Mathematics of Finance Introduction, simple interest, compound interest Effective rate of interest, Present value, Annuity, Simple applications	25%

4. **Assignment Topics:**

1. Assignment on derivative and its applications
2. Assignment on matrices
3. Assignment on mathematical finance

5. **Seminar Topics:**

1. Matrix application in the salary system of an office.
2. Financial project as a part of savings and investment.
3. Use of financial mathematics on personal savings.

6. **Recommended Text Books & Suggested reference Books:**

Text Books:

- a. Business Mathematics: Sancheti and Kapoor
- b. Business Mathematics: Kashyap Trivedi and Chirag Trivedi

References:

1. Business Mathematics . (Second Edition) – Qazi Zameeruddin, Vijay K Khanna, SK Bhambri. (Vikas Publication)
2. Business Mathematics –II – J. K. Singh , Deepti Rani. (Himalaya publishing House)
3. Mathematics for Management An Introduction – M Raghavachari (Tata Mc Graw Hill)

7. Structure of Course Examination

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Evaluation pattern

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8. Distribution of Marks :

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| Q.4 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.5 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |

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Semester-II

CC207: PRACTICAL STUDIES

Introduction: The BBA programme aims at providing a practical insight to the student in the various functions of business enterprises. It is this aspect which gives a learner an edge over other programmes in same area. Lack of industry- exposure would prove fatal and hence a student of management needs to undergo practical training to sharpen his theoretical skills and knowledge.

1. Objective: This course aims at bridging the gap between theory and practice by providing an opportunity to the student to acquire basic understanding of the functioning of a business organisation. It attempts to introduce a student to the various functional areas of management through industrial exposure followed by report writing and viva-voce. It also aims to sharpen the communicative skills of the students through practical training in some of the important skills required to be mastered by middle and higher level managers.**Key features:** HRD and management, HRD activities & emerging issues in HRD.

2. General Instruction :

a. The practical studies paper be incorporated in the second semester of B.B.A. course with 3 credits and 4 ½ hours per week in the following manner:-

Component	Hours per week
Communication practical's	3 ½
Project work	1
Total	4 ½

b. Each batch for practical studies should not have more than 40 students. For every batch 3½ hours per week have to be allocated for communication practicals and 1 hour per week for the project work.

c. The evaluation of communication skills practical's will consist of role plays and speech making whereas the project work will be evaluated on the basis of project report and individual viva-voce.

d. The marks allocation will be as follows:-

Evaluation	Internal		External	
Communication	15 Marks		35 Marks	
Practicals				
Details	Role play	Speech making	Role play	Speech making
	9	6	20	15
Project work	15 Marks		35 Marks	
Details	Viva voce 9	Project report 6	Viva voce 20	Project work 15
Total Marks		30		70
Minimum	12 (out of 30)		28 (out of 70)	
Passing Marks				

- e. The marks for practical studies shall be considered for deciding class and percentage of the student.
- f. Minimum passing marks shall be at par with other subjects i.e. 40%.

3. Guidelines for Project Work :

- a. The visit should be to a manufacturing unit, which can be of any size and any form of organisation.
- b. A batch of 35 to 40 students should be taken for the visit.
- c. Students are required to prepare an individual report based on information gathered during the visit and/or sessions with industry representatives in consultation with the concerned teacher.
- d. The report can be of 30 to 40 pages, more descriptive in nature. Use of graphics and pictures should be minimised. Also, mere reproduction of secondary data should be avoided. It should cover the Syllabus following areas:-
 - 1. COMPANY PROFILE:- Name, Registered address, Brief History, Mission, Vision, Products, Form of organisation, Organisation Structure, Locational issues, Awards and Achievements.
 - 2. PRODUCTION:- Product classification, Production process, Production capacity, Plant layout, Raw material and its procurement, Ways to handle industrial waste.
 - 3. MARKETING:-Basic data about product, price distribution and promotion as 4 p's of marketing, Competitors.
 - 4. HUMAN RESOURCES:- Number of employees at each level, shifts , Recruitment, Selection, Training initiatives, Compensation, Policies regarding promotion and transfer.
 - 5. FINANCE:- Investment in the organisation, Sources of funds, Last 3 years sales turnover, Profit and Loss account and Balance Sheet. (if available)
 - 6. Social Responsibility and future plans of the organization.