UNIT – I: Meaning, Importance and process of communication, Objectives of communication, Need for communication, Barriers to communication and Essentials of effective communication.

UNIT – II: Media and Types of communication, Verbal and Non-verbal communication, Formal vs. Informal channels of communication.

UNIT – III: Techniques of group decision-making.

Committees: Meaning, Essentials, Advantages and Disadvantages and Types of Committees.

Conferences: Meaning, Essentials, Importance and difference between conference and committee.

UNIT – IV: Tips for clear writing, Drafting of effective business letter, kinds of business letters (a) Esquires and Replies (b) Order and their execution (c) Complaints and Adjustment (d) Collection letter (e) Sales letter and Memo.

UNIT – V: Drafting of Notice, Agenda, Minutes, Report writing, Effective listening, Speeches and Presentation, Interview and Modern technology of business communication.
UNIT – I: Introduction:

UNIT – II: Promotion and Forms of Business Organization:
Concept and stages of promotion, Position and functions of promoter, Promotion of new business, Forms of business organization - Sole trader, Partnership, Joint stock company and Co-operative society.

UNIT – III: Location of Business and Business Risks:
Theories of industrial location, Factors affecting the location of industry, Government policy towards the localization.
Concept of combination, Merits, Demerits and Types of combination.

UNIT – IV: Stock Exchanges:
Functions of stock exchanges, Method of trading on a stock exchange, Speculation and stock exchange, Factors affecting, Regulation and Control of stock exchanges, On-line Stock trading, Products and Services.

UNIT – V: An Entrepreneurial Process:
Entrepreneurial Process, Emerging trades in business, Governments support to BPO in India, Basic considerations in setting up a business enterprises, Identification of business opportunity, Entrepreneurial decisions and Outsourcing of different types of services.
UNIT – I: Ratio and proportion, logarithms, Percentage, Average, Permutation and Combination.

UNIT – II: Commission, Brokerage and Discount, Rates and taxes, Stocks and Shares, Simple annuities, Present value and Discount, Simple and Compound interest, Profit and loss account.


UNIT – IV: Functions, Types of functions, Applications of linear functions in business, Simple equations, Quadratic equations, Simultaneous equations and problems thereon.

UNIT – V: Differentiation of functions of single variable (excluding trigonometric functions), Break-even analysis, Simple problems of maxima and minima.
BBS-104 MANAGERIAL ECONOMICS

Max. Marks : 50
Min. Marks : 20
External : 35
Internal : 15

UNIT – I: Nature and Scope of Managerial Economics:
Nature, Scope and Significance of managerial economics, Five fundamental concepts, Role and Responsibility of managerial economists.

UNIT – II: Analysis of Individual Demand:

UNIT-III: Theory of Production:
Basic concepts of production, Laws of production, Laws of returns to scale, Laws of returns to scale through production function, Optional input combination.

UNIT-IV: Market Demand and Demand Elasticities:
Meaning of market demand, Types of demand, Determinants of market demand, Demand function, Elasticity of demand.

UNIT-V: Business and Demand Forecasting:
Meaning of demand forecasting, Techniques of forecasting demand- Survey and Statistical methods, Demand estimation for new products.


UNIT – IV: Accounting for Joint venture, Consignment accounts and Royalty accounts.

UNIT – V: Branch accounts and Departmental accounts.