



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020

BBA-Business Analytics (In Association with IBM)

I SEMESTER (2025-2028)

BBAIBM102 PROGRAMMING USING PYTHON (THEORY AND LAB)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL			L	T	P
			END SEM	University Exam	Two Term Exam	Teachers* Assessment	END SEM	University Exam			
BBAIBM 102	MAJ	Programming Using Python (Theory and Lab)	60	20	20	30	20	2	-	2	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit; MAJ- Major

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES

1. To introduce students to the fundamentals of Python programming, including syntax, data types, and basic operations, to build a strong programming foundation.
2. To develop logical and analytical thinking through the use of control statements, loops, and data structures for problem-solving.
3. To familiarize students with Python's data handling capabilities, enabling them to organize, manipulate, and analyze business-related data efficiently.
4. To provide hands-on experience with Python applications relevant to business, management, and marketing domains.
5. To enhance employability by exposing students to real-world use cases and the growing career opportunities in data-driven management roles.

EXAMINATION SCHEME

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which students will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks. 50 marks comprises of practical examination.

COURSE OUTCOMES

1. Write and execute Python programs using basic syntax and logic
2. Understand the data types to solve business-related problems.
3. Analyze and manipulate datasets using Python's built-in data structures for decision-making
4. Write and execute Python programs using control structures, loops.
5. Demonstrate awareness of career opportunities and practical applications of Python in business analytics, marketing, and management decision-making.

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COURSE CONTENT

UNIT I: Introduction to Python:

1. Introduction to Programming Languages
2. Features and Advantages of Python
3. Installing Python and IDEs (IDLE / Jupyter / Google Colab)
4. Writing and Executing Python Programs
5. Basic Syntax, Keywords, and Identifiers
6. Input and Output Statements
7. Comments and Indentation.

UNIT II: Python Basics – Variables, Data Types & Operators

1. Variables and Constants
2. Data Types: int, float, string, boolean
3. Type Conversion and Type Casting
4. Operators: Arithmetic, Relational, Logical, Assignment, and Membership Operators

UNIT III Data Structures:

1. Lists, Tuples, Sets, and Dictionaries
2. Accessing, Updating, and Iterating over elements
3. Built-in Functions and operations of all.

UNIT IV Control Statements and Loops

1. Decision Making: if, if-else, elif ladder
2. Looping: for loop, while loop
3. Nested Loops and Loop Control Statements (break, continue, pass)

UNIT V: Use cases of Python:

1. Use Cases in Management
2. Use Cases in Marketing
3. Scope and Career Opportunities - Business Analyst, Marketing Data Analyst, Financial Data Consultant

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SUGGESTED READINGS

1. Bishop, C. M., & Nasrabadi, N. M. (2006). *Pattern recognition and machine learning* (Vol. 4, No. 4, p. 738). New York: Springer.
2. B Downey, A. (2012). Think Python: How to Think Like a Computer Scientist-2e.
3. Kamthane, A. N., & Kamthane, A. A. (2018). *Programming and Problem Solving with Python*. McGraw-Hill Education.
4. Lambert, K. A. (2018). *Fundamentals of Python: first programs*. Course Technology Press.

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BBA101 FUNDAMENTALS OF MANAGEMENT

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BBA101	MIN	Fundamentals of Management	60	20	20	-	-	3	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MIN- Minor

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COURSE OBJECTIVES

1. This subject is designed to provide a basic understanding to the students with reference to working of business organizations through the process of management.
2. The first part of this course will give a brief understanding of the managerial functions of planning (including decision making) and organizing.

EXAMINATION SCHEME

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

COURSE OUTCOMES

1. Understand the major functions of management
2. Describe the interrelationship among the various functions of Management
3. Develop a general management perspective
4. Use analytical skills for decision making.

COURSE CONTENT

UNIT I: Nature and Evolution of Management

1. Meaning, Nature and Concept of Management
2. Functions and Responsibilities of Managers
3. Evolution of Management Thoughts
4. Hawthorne study, Principles of Fayol

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UNIT II: Planning

1. Planning: Nature and Purpose of Planning
2. Planning Process, Types of Planning
3. Advantages and limitations of Planning
4. MBO

UNIT III: Organizing

1. Nature and Purpose of Organizing
2. Departmentation
3. Span of control
4. Line and Staff Relationship
5. Delegation and Decentralization

UNIT IV: Directing

1. Meaning and Characteristics of Direction
2. Elements of Direction
3. Principles of effective Direction
4. Direction Process

UNIT V: Controlling

1. Concepts and Process of Controlling
2. Controlling Techniques
3. Feedback and Feed Forward Controls
4. Profit and Loss Control
5. Budgetary Control
6. Return on Investment Control

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SUGGESTED READINGS

1. Koontz, H. and Weihrich, H. (2008). *Essentials of Management*. Tata McGraw-Hill Education, India, Latest Edition.
2. Robbins and Coulter (2007). *Management*. Prentice Hall of India, Latest Edition.
3. Frederick S. and Hillier, M. (2008). Introduction to *Management Science: A Modeling and Case Studies Approach with Spreadsheets*. McGraw Hill, India.
4. Weihrich, H. and Koontz, H. (2011). *Management: A Global and Entrepreneurial Perspective*. McGraw-Hill Education, New Delhi, India.
5. Tripathi, P.C. and Reddy, P.N. (2012). *Principles of Management*. Tata McGraw Hill Education, New Delhi, India, Latest Edition.

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BBA102 FUNDAMENTALS OF COMMUNICATION

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA102	AECC	Fundamentals of Communication	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; AECC – Ability Enhancement Compulsory Courses

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVE

The objective of this course is to develop communication skills, discover what business communication is all about and to learn how to adapt communication experiences in life and college to the business world.

EXAMINATION SCHEME

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

COURSE OUTCOMES

1. To have proficiency in written and verbal communication.
2. To understand the dynamics of communication and correspondence.
3. To have the ability to recognize and appreciate quality written pieces.

COURSE CONTENT

UNIT I: Introduction

1. Defining Communication
2. Process of communication
3. Principles of effective communication
4. Importance of business communication and Importance of feedback
5. Barriers to communication

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UNIT II: Communication Networks

1. Formal : Upward, Downward, Lateral
2. Informal : Grapevine; Advantages and Disadvantages of the grapevine
3. Verbal Communication
4. Non-Verbal Communication

UNIT III: Business Letters and Reports Writing:

1. Introduction to business letter, Types of Business Letters , Writing routine and persuasive letters
2. Writing Reports: Purpose, Kinds and Objectives of reports,
3. Preparing reports, Short and Long reports

UNIT IV: Writing Proposals, Memos, Resumes and Applications

1. Writing Proposals: Structure and preparation
2. Writing Memos
3. Writing Resumes
4. Application letters

UNIT V: Employment Communication

1. Interview skills: Interviewing and being interviewed
2. Group Discussions
3. Presentation Skills

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1. Chaturvedi, P.D. (2004). *Business Communication Concepts Cases and Applications*. Pearson Education, India, Latest Edition.
2. Penrose (2003). *Business Communication for Managers*. Cengage Learning, India, Latest Edition.
3. Krizan (2008). *Effective Business Communication*. Cengage Learning, India, Latest Edition.
4. Courtland, L. (1989). *Techniques of Writing Business Letters, Memos and Reports*. Jaico Publishing House, Latest Edition.
5. Kaul, A. (2015). *Business Communication*. PHI Learning, Latest Edition.
6. Loudon, K.C. and Loudon, J. P. (2013). *Management Information Systems*. Pearson Education Limited, Latest Edition.
7. Jawadekar, W. S. (2009). *Management Information Systems: Text and Cases*. Tata McGraw Hill, Latest Edition.

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BBA107 BASICS OF COMPUTER APPLICATION

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA107	MIN	Basics of Computer Application	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MIN- Minor

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COURSE OBJECTIVE

1. To familiarize students with the basics of computers.

EXAMINATION SCHEME

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which students will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

COURSE OUTCOMES

1. Understand basic concepts of computer applications.
2. Develop awareness towards software and computer languages
3. Developing skills to become effective business managers

COURSE CONTENT

UNIT I: Introduction

1. Evolution of Computers
2. Generations of Computer
3. Block Diagram of Computer
4. Functions of different units [Input unit, Output unit, Memory Unit, CPU]

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UNIT II: Processor

1. Processor and memory architecture of computer system
2. Registers and its types (memory address register, memory buffer register, program control, accumulator register, instruction register, input/output register)
3. Types of Processors (CISC, RISC, EPIC, multicore, power-efficient)
4. Factors affecting speed of processor

UNIT III: Memory and Secondary Storage Devices

1. Memory-RAM (DRAM, SRAM), ROM (PROM, EPROM, EEPROM, Flash memory)
2. Classification of Secondary storage devices
3. Sequential Access Devices – Magnetic Tape
4. Direct Access Devices -Magnetic disk, optical disk, memory storage devices

UNIT IV: Input and Output Devices

1. Input Devices
Keyboard, Mouse, Trackball, Game Controllers, Scanners, Barcode readers, Voice Recognition, Webcams, Digital cameras, Optical Character recognition, optical Mark Recognition, Intelligent Character Recognition, Magnetic Character Ink Recognition
2. Output Devices
Monitor, Printers, Plotters, Multimedia Projector, Speech Synthesizers, Sound cards and speakers

UNIT V: Software and Computer Languages

1. Software and its relationship with hardware
2. Types of Software (System, Application)
3. Logical System Architecture, Firmware, Middleware
4. Machine language, assembly language, high-level language, object-oriented languages
5. Compiler, linker, interpreter

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1. Alexis Leon and Mathews Leon (1999). *Fundamentals of Information Technology*. Vikas Publishing House Pvt Ltd, New Delhi.
2. Pradeep K. Sinha and Priti Sinha (2021). *Computer Fundamentals (Concepts, Systems & Applications)*. BPB Publications, New Delhi
3. Dinesh Maidasani. (2016). *Learning Computer Fundamentals, MS Office and Internet & Web Technology*. Firewall Media, New Delhi.
4. Sanjay Saxena (2013). *A First Course in Computers (Based on Windows and Office)*. Vikas Publishing House Pvt Ltd, Noida.

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