

## LNCT UNIVERSITY, BHOPAL

Program: BBA BIA

Semester-I

Session: 2025-26

Name of Paper	Paper Code	Theory				
Professional Communication	BFC-101	L	T	EST	CAT	Total
		3	1	70	30	100
Objective : The objective of this course is to equip students with the essential communication skills needed for success in the business world.						
Unit	Contents (Theory)					Hours/Week
I	Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feedback,					10 Hours
II	Channels of communication, Types of communication, Dimensions of communication, Barriers to communication Verbal, Non-Verbal, Formal, Informal communication.					9 Hours
III	Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing.					8 Hours
IV	Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.					10 Hours
V	Barriers to Effective Communication and ways to <u>overcome</u> them, Listening: Importance of Listening, Types of Listening , Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills,					8 Hours



Name of Paper	Paper Code	Theory				
Management Concept and Practices	BIA-102	L	T	EST	CAT	Total
		3	1	70	30	100

*Objectives: The objective of this course is to teach students about management concepts and their roles in the organizations.*

Unit	Contents (Theory)	Hours/Week
I	Nature and significance of management, Management concept, objectives and importance, Management as science, art and profession, Levels of management, Management functions, Coordination concept, characteristics and importance.	10 Hours
II	Principles of management concept, nature and significance, Fayol's principles of management, Taylor's scientific management principles and techniques.	9 Hours
III	Business environment concept and importance, Dimensions of business environment economic, social, technological, political and legal environment, Liberalization, privatization and globalisation in India	8 Hours
IV	Concept, importance and limitations of Planning, Planning process, Concept and importance of Organization, Organizing process, Formal and informal organization	10 Hours
V	Concept and importance of staffing, Staffing process, Concept and importance of Directing, Elements of directing, Concept, nature and importance of Controlling	8 Hours

Name of Authors	Titles of the Book	Edition	Name of the Publisher
Koontz O Donnel	Principles of Management		Himalya Publishing House
Stonier.J.	Management Principles		RBD Publishing House
Gupta and Sharma	Principles and Practices of Management		Kalyani Publishing
Ramaswamy. I.	Principal of Management		Himalaya Publishing House.
Srinivasan. R and Chunawalla, S.A.	Management Principles and Practices		Himalaya Publishing House.

Name of Paper		Paper Code		Theory		
INTRODUCTION TO BUSINESS INTELLIGENCE AND BUSINESS ANALYTICS	BIA-103	L	T	EST	CAT	Total
		3	1	70	30	100
Objectives: It explore the basic concepts of data science, visualize the data science concepts and theories of business intelligence, BI, differentiate the data science project from machine learning and business analytics						
Unit	Contents (Theory)					Hours/Week
I	Introduction to Business Intelligence Introduction of business analytics, BA functions, and BA Applications.					9Hours
II	Business Analytics in different field: <i>Marketing and Retail:</i> Marketing and Retail Terminologies, Customer Analytics, Retail Dashboard, Customer Churn, Association Rules Mining <i>HR Analytics:</i> Challenges with HR Analytics, Relationship of HR analytics with Big Data, Maturity Model in HR analytics, Agile HR Analytics, Effects of independent and dependent variables and control variables.					10 Hours
III	Digital Marketing and Social Media Analytics: Web Analytics: Understanding the metrics, Basic & Advanced Web Metrics, Google Analytics: Demo & Hands on.					8 Hours
IV	Design Thinking for Data Science: Problem Definition of the project: Mission or vision statement, domain mapping, context diagram, Research and Requirements gathering.					8 Hours
V	Emerging trends and techniques in Business Analytics: Introduction to Business Analytics, difference between business analytics and business analysis, type of analytics in different domain, social media analytics.					10 Hours
Name of Authors		Titles of the Book			Edition	Name of the Publisher
Jay Leibowitz (Editor) (2014)		Business analytics				
MacDonald, Mathew		Excel 2010: The Missing Manual				Sebastopol: O'reilly
David Roi Hardoon		Getting Started with Business Analytics				Sahitya Bhawan, Agra
Wilfried Grossmann and Stefanie Rinderle-Ma		Business Intelligence				

Name of Paper	Paper Code	Theory				
INTRODUCTION TO MS OFFICE	BIA-104	L	T	EST	CAT	Total
		3	1	70	30	100
<i>Objectives: To understand the skills and tools to address major business questions that can be answered with an analytical approach, analyze data with appropriate graphs and charts.</i>						
Unit	Contents (Theory)					Hours/Week
I	Office tools: Working on MS Word, working with MS PowerPoint, inserting the word and excel tools in PowerPoint, Introduction to MS Excess.					8 Hours
II	Starting up with MS Excel: Basics of MS Excel, Manipulating Rows and Columns, Worksheet analysis, Working with Data, Sorting, multiple sorting, and filtering. Data Analysis using Pivot Tables, Pivot Chart, AutoFilter, Creating a Custom AutoFilter, Sorting					10 Hours
III	Function & Referencing: Arithmetic Functions, go to, naming individual or range cells, Deleting and amending named ranges, Conditional Functions, Text functions, Logical functions, Date Functions. Different kinds of Graphs, Column, Pie, Bar, Area, Scatter, and Data validation: Drop Down Lists, Error Alerts, Conditional Formatting.					10 Hours
IV	What If Analysis, Scenario Manager, Goal Seek, Solver. Lookup Functions: BASIC VLOOKUP and HLOOKUP, IFERROR VLOOKUP, MULTIPLE COLUMN VLOOKUP, INDEX, MATCH Functions, OFFSET/ INDIRECT functions.					8 Hours
V	Excel and Hyperlinks, using custom autofill lists, sharing workbooks, Outlining and grouping data, using the subtotal tools, Solver, how to add Add-ins.  Recording the Macros, Playing the macros, copying and deleting the macros, Introduction of Visual Basic in Excel.					9 Hours
Name of Authors		Titles of the Book			Edition	Name of the Publisher
Walkenbach, John.		Excel 2010 Bible.				Wiley India Pvt Ltd
MacDonald, Mathew.		Excel 2010: The Missing Manual.				Sebastopol: O'reilly
Ragsdale, Cliff. T.		Spreadsheet Modelling and Decision Analysis.				Western publications.

Name of Paper		Paper Code	Theory				
BASIC DISCRETE MATHEMATICS & LINEAR PROGRAMMING		BIA-105	L	T	EST	CAT	Total
			3	1	70	30	100
Objectives: The objective of this course is to develop the knowledge and understanding about basic discrete mathematics & linear programming.							
Unit	Contents (Theory)						Hours/Week
I	Set Theory: Set Theory and Theory of Functions Sets, Set Operations, Functions. Applications of Functions, Cardinality of Sets.						8 Hours
II	Matrix: Theory of Matrices Sequences and Summations, Types of Matrices, Adding, subtracting & Multiplication of matrices, Inverse of Matrices.						8Hours
III	Relationship: Relations and Their Properties, Equivalence Relations, Partial Orderings.						10 Hours
IV	Preposition: Logical Preposition, Types of Preposition, preposition Variable, Truth Tables. Numerical.						10 Hours
V	Liner Programming: Introduction of LPP, Modelling of Linear programming problem, Graphical solution of LPP.						9 Hours
Name of Authors		Titles of the Book			Edition		Name of the Publisher
K. H. Rosen,		Discrete Mathematics and its Applications,					MacGrawHill
P. Grimaldi and B.V. Ramana,		Discrete and Combinatorial Mathematics					
Chandrasekharaiah, D. S.		Discrete Mathematical Structures,					PRISM Book