

Saurashtra University

RAJKOT

(Re- Accredited Grade B by NAAC CGPA 2.93)

Faculty of Business Management

Syllabus

For

**Bachelor of Business Administration
(B.B.A.)**

Choice Based Credit System

Effective From

JUNE - 2010

Objective of this course will be to prepare young persons for junior executive positions in various commercial, industrial and non-Profit organizations.

O.B.B.A. – 1:

A candidate for the degree of Bachelor of Business Administration (BBA) must have passed the Higher Secondary (12th Standard School Certificate Examination of the Gujarat Secondary Education Board or an examination recognized as equivalent thereto and will be required to pass all Six semester of B.B.A. examination for the Degree of Business Administration.

O.B.B.A. – 2:

Admission to first semester B.B.A. will be granted to an applicant who is eligible to apply for admission to first semester B.B.A. as per university rules on strictly in order of merit determined on the basis of marks. Preference will be given to those who have passed to H.S.C. Examination in the immediate preceding year.

O.B.B.A. – 3:

Admission to second year (Third Semester) BBA will be granted to students who have passed Diploma in Commercial Practice Examination from TEB/GTU.

O.B.B.A. – 4:

An affiliated college or institution conducting B.B.A., course will not be allowed to admit more than 60 students to First semester B.B.A. Course.

O.B.B.A. -5:

Medium of instruction & examination shall be English.

R.B.B.A. – 1

The duration of this course will be of three years divided into six semesters. This will be full time course and candidate admitted to this course will not be allowed to join any other course simultaneously.

R.B.B.A. – 2

The candidate admitted to First semester B.B.A. will be eligible to appear at the university examination provided he / she fulfills the following conditions.

He/She fulfils conditions of minimum attendance as laid down in Ordinance of the Saurashtra University.

R.B.B.A. – 3

The Scheme of examination and distribution of marks for the various subjects of study at the First, Second, Third, Fourth, Fifth and Six Semester B.B.A. Examinations under three years course will be as shown in the table I, II, III, IV, V and VI respectively.

R.B.B.A – 4

Candidates desirous of appearing at the University Semester B.B.A. Examination must forward their applications in the prescribed form accompanied by a certificate of attendance to the Registrar, through the Principal of the College on or before the date prescribed for the purpose under the relevant Ordinance. (s).

R.B.B.A. - 5

The CBCS is student centric not only in the teaching-learning processes but also in their evaluation process. In CBCS, the evaluation process is divided into two parts under the CBCS. The first part-consists of Comprehensive Continuous Assessment (CCA) and the second part consists of the Semester end examination. The division of marks between the two shall be as per the clause 3.2.4. In the CBCS, the evaluation process shall follow the norm that the faculty, who teaches the course, shall conduct the Comprehensive Continuous Assessment (CCA) and the Semester end examination (SEE). The concerned faculty shall be accountable for transparency and reliability of the entire evaluation of the student in the concerned Course.

The framework for Comprehensive Continuous Assessment:

Although assessment and evaluation process in CBCS is in continuous mode, for the purpose of finally letting the candidate know his/her progress periodically, an assessment is divided into four discrete components for reporting the scores to the student as earned by him or her.

The details of the Continuous Assessment are summarized in the Table below:

Component	Units covered In a course	Mode of Evaluation	Weightage	Period of Continuous assessment
1	1 st 30%	Assignments	10%	First part of the semester. To be completed by 5 th week
2	2 nd 30%	MCQ Test	10%	Second part of the semester. To be completed by 10 th week
3	Remaining-40%	Seminar Presentation	10%	Third part of the semester. To be completed by 15 th week
4	100%	Semester end Examination	70%	To be completed between 18 th and 20 th week

The CAC (College Advisory Council) shall announce policy for CCA for all the courses in the college in the beginning of the Semester and the same shall be communicated to the students.

The continuous assessment and scores of first part of the semester shall be completed during the 5th week of the semester.

The continuous assessment and scores of the second part of the semester shall be completed during the 10th week of the semester.

The continuous assessment and scores of third part of the semester will be completed during the 15th week of the semester.

In case a student fails to secure 12 out of 30 in the CCA (all three components taken together), he/she shall not be allowed to appear for the Semester end examination. If candidate is not appearing in internal examination, he / she will be allowed one more chance to appear for retest and his/her passing marks (Actual marks obtained in retest or passing marks which ever is less) will be consider for grade only.

Semester End Examination (SEE)

During the 18th to 20th week of the Semester, a semester-end examination shall be conducted.

The duration of the semester-end examination shall be 3 hours per course. A question paper for semester-end –examination shall not expect the student to reproduce the answers by memorizing the topics, but it shall rather examine the candidate's creativity, comprehension, problem solving ability, interpretation and awareness capabilities.

Final awarding of the Grades shall be completed latest by 24th week of the semester.

The head of the College shall forward to the controller of Examination the consolidated marks of all the students in CCA for final computation of the Grade and announcement of the result.

Notes :

- 1. The result of the evaluated component shall be communicated to the students within 7 days of the completion each component.**
- 2. The final grades shall be announced latest by 24th week**

Practical Examination :

Practical examination (wherever applicable) shall be conducted at the end of every semester. The examination shall be conducted as per norms decided by the concerned authority of the university. Dean of Faculty shall announce policy for the practical examination in advanced and it shall be made known to the students also in advance. There shall be no internal assessment test for practical/laboratory work.

Project/Dissertation work :

The Project Work and the Supervisor shall be assigned to the student by the concerned college well in advance, and viva examination shall be organized as per norms decided by the concerned authority of the University.

R.B.B.A. - 6. PROMOTION, RE-ADMISSION RULES & MAXIMUM TIME FOR COMPLETION OF COURSE

Rules of promotion shall be as under:

From semester I to semester II, if a student undergoes a regular course of study of the semester I and fulfills the required criterion of attendance and secures minimum 12 (out of 30) marks in the internal assessment component.

From semester II to semester III, if a student undergoes a regular course of study of the semester II and fulfills the required criterion of attendance and secures minimum 12 (out of 30) marks in the internal assessment component of semester II and clears 50% of a total courses of semester I and II.

From semester III to semester IV, if a student undergoes a regular course of study of the semester III and fulfills the required criterion of attendance and secures minimum 12 (out of 30) marks in the internal assessment component of semester III and clears all the courses of semester I and II.

From semester IV to semester V, if a student undergoes a regular course of study of the semester V and fulfills the required criterion of attendance and secures minimum 12 (out of 30) marks in the internal assessment component of semester V and clears 50% of the total course of semester III and IV.

From semester V to semester VI, if a student undergoes a regular course of study of the semester VI and fulfills the required criterion of attendance and secures minimum 12 (out of 30) marks in the internal assessment component of semester VI and clears all the courses of semester III and IV.

Regarding the declaration of the result, the University shall declare the result of the third Semester, only when the student has cleared the first semester completely. It shall declare the result of the fourth semester, only when the students has cleared the Semester II examination completely. This pattern shall be followed ahead in the same spirit.

There shall be no provision for the Remedial Examination for the students who fail in the Semester-End Examination.

The Semesters shall remain as follows :

Odd Semesters 15th June to 14th December

Even Semesters 15th December to 14th June.

The First Semester Examination period shall be from 18th October 2010 to 14th November, 2010.

The odd semester vacation shall be from 1st December to 14th December, 2010.
The Summer vacation shall be of six weeks.

Rules and the Procedure for granting Re-admission to the student shall be as under,

who had not put in the required attendance in a course in the concern Programme of a semester and thus detained, or

who had not cleared the required number of Courses and thus detained ; or

who had not, after completing a semester continued the studies in the next immediate semester on personal / health grounds but desired to continue his/her studies after a short break; such a student shall be eligible to rejoin the Programme from where he/she had left it subject to clause 6.2.5 & 6.2.6.

A student who had put in not less than 40% of attendance in a semester and not registered for the examination shall be considered for the re-admission in the same semester.

The student, who after completing the first two semesters Programme, if opts out of the Programme, then he or she shall be eligible to rejoin the Programme, subject to the time period elapsed has not exceeded two years.

Such readmissions shall be granted by the Principal of the concerned college directly, subject to the fulfillment of the following conditions:

- a) The concerned teachers have granted the attendance of the Course in each semester.
- b) The student shall complete the Programme within double the duration of the Programme from the year of the original admission.
- c) No readmission shall be granted after the first four weeks of the Semester in which he/she is seeking admission.

Readmission shall not be applicable to the Programme in which admission is granted by a Central Admission Committee / college it self.

The Six-semester (three year) Programme shall be completed by a student within double the duration of the normal Programme period (i.e. 6 years).

Note : The provisional grade card will be issued at the end of every semester indicating the course completed successfully. Upon successfully completion of Bachelor degree Program a final grade card, which shall consists of grades of all courses will be issued by the Controller of Examinations of the University. Such a final grade card may be formed as shown in the RBBA – 7.

R.B.B.A. – 7 Award of Grades, SGPA, CGPA

Credits, Grade Letter Grade Points, Credit Points

Credit means the unit by which the course work is measured. In these Regulations one credit means one hour of teaching work or two hours of practical work per week.

Grade Letter is an index to indicate the performance of a student in a particular course (Paper). It is the transformation of actual marks secured by a student in a course/paper It is indicated by a Grade letter O,A,B,C,D,E,F. There is a **range of marks** for each Grade Letter.

Grade Point is weightage allotted to each grade letter depending on the marks awarded in a course/paper

Grade Point(G)	Lower limit (A)	Upper limit (B)	For deciding the grade point, ranges	Grade Letters
1	2	3	4	5
Lowest: 4	30	39	30<=P<40	F
5	40	49	40<=P<50	E
6	50	59	50<=P<60	D
7	60	69	60<=P<70	C
8	70	79	70<=P<80	B
9	80	89	80<=P<90	A
Highest: 10	90	99	90<=P<=100	O

The semester-end Grade Point Average (SGPA) and the Course-end Cumulative Grade Point Average (CGPA) are computed as follows:

Credit Points = Credit of the course (Cr) x Grade secured in the course (G)

Sum of all Credit Points secured by the student in the semester
 SGPA = -----
 Sum of Credits assigned to the Courses in the Semester

Sum of all Credit Points of the entire Programme
 CGPA = -----
 Sum of Credits up to the end of the Programme

The CGPA shall be expressed to an accuracy of three decimal digits.

The percentage equivalence shall be obtained by multiplying CGPA with 10.

The descriptive gradation shall be based on the scale given in the following table.

CGPA	% Equivalence (if required)	Description gradation (if required)
7.5<=CGPA <=10	CGPA x 10	DISTINCTION
6<=CGPA < 7.5	CGPA x 10	FIRST CLASS
5<=CGPA < 6	CGPA x 10	SECOND CLASS
4<=CGPA < 5	CGPA x 10	PASS CLASS

Course Structure BBA Semester-I

No	Course Code	Course Category	Course Title	Course Credits	No. of Hrs Per Week
1	101	Core	Principles of Management -I	3	3
2	102	Core	Forms of Business Organizations-I	3	3
3	103	Core	Growth & Structure of Industries	3	3
4	104	Core	Principles of Economics-I(Micro)	3	3
5	105	Core	Office Automation	2+2*	4
6	106	Elective	Principles & Practice of Accounting-I	3	3
7	107	Elective	Business mathematics-I	3	3
8	108	Found.	Communication Skill-I	3	3

* 2 Practical = 1 Credit

Course Structure BBA Semester-II

No	Course Code	Course Category	Course Title	Course Credits	No. of Hrs Per Week
1	201	Core	Principles of Management –II	3	3
2	202	Core	Forms of Business Organization-II	3	3
3	203	Core	Practical Studies	3	3
4	204	Core	Principles of Economics-II (Macro)	3	3
5	205	Core	Office Automation	2+2*	4
6	206	Elective	Principles & Practice of Accounting-II	3	3
7	207	Elective	Business Mathematics-II	3	3
8	208	Found	Communication Skill-II	3	3

* 2 Practical = 1 Credit

BBA Semester – I (Effective from June - 2010)

101 - PRINCIPLES OF MANAGEMENT- I

Objectives:

This course presents introductory aspects of business management. It focuses on meaning, importance, and functions of business management. The objective is to help the students understand the fundamental concepts and principles of management.

UNIT 1: INTRODUCTION TO BUSINESS MANAGEMENT

Introduction – Definitions – Characteristics – Importance – Management Process and Functions – Management as an Art and Science – Management as a Profession – Universality of Management

UNIT 2: PLANNING:

Introduction Definitions – Characteristics – Importance – Planning Process – Planning Premises – Elements or Types of Plan; **Decision-making** - Definitions and Process; **Forecasting** – Meaning and Process.

UNIT 3: ORGANISING:

Introduction – Definitions of Organising – Organising Process – Principles/Qualities of Good Organisation; Delegation and Decentralisation – Concept and Difference; Brief Idea, Merits and Demerits of Functional Organisation, Committee Organisation; Concept of Matrix and Project Organisation.

UNIT 4: STAFFING AND DIRECTING:

Staffing: Introduction – Definition – Importance – Brief Idea of Main Staffing Functions; **Directing** – Introduction – Definition – Directing and Coordination – Importance – Brief Idea of Directing Tools (Definitions and Features of Leadership, Motivation, Communication and Supervision) – Communication Process and Barriers in Communication

UNIT 5: CONTROLLING

Introduction – Definition – Controlling Process – Importance of Controlling – Brief idea of Controlling Techniques – Ideal Controlling System

REFERENCE BOOKS:

1. Rao V.S.P. and Krishna V. Hari, Management Text & Cases, Excel Books, New Delhi.
2. L. M. Prasad: Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
3. Dr. C. B. Gupta: Business Management, Sultan Chand & Sons, New Delhi.

BBA Semester – I (Effective from June - 2010)

102 - FORMS OF BUSINESS ORGANISATION-I

Objectives: To make the students familiar with different forms of business organizations, their formation and management.

UNIT: 1.

- a. HUMAN OCCUPATION: (Meaning, features, objectives and scope of following)
 1. Business (Inclusive of Industry and commerce)
 2. Profession
 3. Employment
 4. Vocation

- b. BUSINESS AND ECONOMIC SYSTEMS: (Only conceptual clarity of followings three types of systems, not detailed study)
 1. Capitalism
 2. Socialism
 3. Mixed economy

UNIT: 2.

- a. FORMS OF BUSINESS ORGANISATION: Sole proprietorship, Partnership, Joint Stock Company, Co-operative society, Public Enterprise, Non-profit organization.
- b. SOLE PROPRIETORSHIP: Meaning, characteristics, formation, merits and demerits.

UNIT: 3.

- a. PARTNERSHIP: Meaning, characteristics, formation, merits and demerits. Types of Partnership firm, Limited Liability Partnership. Conversion of Partnership in to Joint Stock Company.

UNIT: 4

- a. JOINT STOCK COMPANY: Meaning, characteristics, formation, merits and demerits, Types of company, the concept of One Person Company
- b. CO-OPERATIVE SOCIETY: Meaning, characteristics, formation, merits and demerits. Multi-State Co-operative Society.

UNIT: 5.

- a. PUBLIC ENTERPRISE: Meaning, characteristics, formation, merits and demerits. Role of Public Enterprise in infrastructure development.
- b. NON-PROFIT ORGANISATION: Meaning, characteristics, formation, merits and demerits. Role of Non-profit organization development of society.

REFERENCE BOOKS:

1. Fundamentals of Business Organisation. By Y. K. Bhushan, Sultanchand and Sons.
2. Modern Business Organisation and Management. By S. A. Sharlekar

BBA Semester – I (Effective from June - 2010)

103 -GROWTH AND STRUCTURE OF INDUSTRIES

Objectives: To make the students familiar with the pattern of industries in India its history, growth and future prospectus.

UNIT: 1.

- a. Types of Industries- Location factors affecting industries
- b. Small-scale industries in India- Definitions, importance, problems, and government measures.

UNIT: 2.

- a. Industrial Policies- Current Industrial Policies of Government of India

UNIT: 3.

- a. Government's role as promoter, as a financier to Small, Medium and Large Scale industries through Public Financial Institutions.

UNIT: 4.

- a. Infrastructure as key Industrial input- Transport, telecommunication, and energy sector

UNIT: 5.

- a. Industrial sickness- Meaning, current scenario, causes, and measures to eliminate sickness.
- b. Technological changes in Indian Industries, recent trends, its economic and non-economic sickness.

REFERENCE BOOKS:

1. Indian Economy –By K. V. Sivayya
2. Indian Economy- By Mishra and Puri
3. Indian Economy- By Sunderam Dutt
4. Business Environment- Frnacis Cherunilam
5. Business Environment –By Matherw

BBA Semester – I (Effective from June - 2010)

104 - Principles of Economics –I (MICRO-ECONOMICS)

1. Definition of economics: Classical, Neo-classical and scarcity definition of economics. Nature and Scope of economics of economics.
2. Utility: Utility, total utility and marginal utility. Law of diminishing marginal utility. Law of equi-marginal utility.
3. Theory of demand and supply: meaning, factors affecting to effective demand, law of demand exceptions. Meaning, factors affecting to supply and law of supply.
4. Elasticity of demand: meaning, types of it, factors affecting to elasticity of demand, methods to measure price elasticity of demand and practical significance of price elasticity of demand.
5. Market structure: meaning and features of perfect competition, monopoly, oligopoly and monopolistic competition.

Reference books.

1. Micro economics- by S.K.Agarwala Excel Books, New Delhi.
2. Business Economics- by M. Adhikary Excel Books, New Delhi.
3. Principles of economics by P.M.Bhutani-Taxman's
4. Micro-economics by D.M.Mithani –Himalaya pub.
5. Principles of economics by Sundhram Vaish

BBA Semester – I (Effective from June - 2010)

105 - OFFICE AUTOMATION

Objectives: To help the students to recognize, specify, record, store and process the office data and records effectively

Marks: Theory 50% and Practical 50%

UNIT: 1.

COMPUTER: An overview of hardware, Input devices and Media, Output device and Media, Main Storage, Auxiliary or Backing storage, Communication Equipment and System Interconnection.

UNIT: 2.

INTRODUCTION TO OPERATING SYSTEM (MICROSOFT WINDOWS 98):

1. Navigating Desktop (moving, arranging, line up icons); Taskbar properties
2. Windows 98 accessories, WordPad, Paint, Calculator, Sound recorder, CD Player, System tools, (concept of Scan disk, Disk Defragmentation)

UNIT: 3.

1. Dialog Box- Display property, Drive property, File property
2. File and Folders- Creation of Folders, Copying, Moving, and Deleting files and folders, file management utility, Windows 98 explorer and creation of shortcut.
3. Desktop icons- My computer (concept of connected drivers, printer) Control Panel (mouse, keyboard, and date/time) Recycle bin.
4. Printing of files

UNIT: 4.

1. File Properties: File name, Size, Creation, Date & Time, and Attributes, Viewing properties.
2. Customizing the Start Menu: Start menu properties, adding & removing programs, Clearing document menu.

UNIT: 5.

WORD PROCESSOR PACKAGE (MICROSOFT WORD 2003)

1. Concept of word processor
2. Screen components of MS Word 2003 Window
3. Page setup, formatting of page, page preview
4. Creation of new document, opening existing documents, saving document, printing document
5. Selecting, copying, pasting, moving, and formatting text, text box, formatting paragraphs, work art
6. Mail merge utility

REFERENCE BOOKS:

1. ABC of Window-98 BPB Publication
2. Window-98 6 in 1 Prantice Hall Publication
3. Microsoft Office- 2003 Complete, BPB Publication
4. Word-2003 No experience required, BPB Publication
5. Microsoft Word- 2003 fast and easy, BPB Publication
6. Excell-2003 No experience required, BPB Publication

Note: Unit – 1 to 4 for 50 Marks Theory paper

Unit – 5 for 50 Marks Practical Exam

BBA Semester – I (Effective from June - 2010)

106 - PRINCIPLES AND PRACTICE OF ACCOUNTANCY

Level of knowledge: Only basic working knowledge is required

Objectives: To develop conceptual understanding of the basic accounting system through book-keeping mechanism and to prepare financial statements.

Marks : 70 % Examples and 30 % Theory.

UNIT: 1.

- a. Definition, Nature and Scope of Accounting.
- b. Concept and Conventions of Accounting, Accounting as a Measurement discipline, Relationship of accounting with economics and statistics, Role of Accountant. Terms used in financial accounting.
- c. Business Transactions – Meaning and Classification, Classification of Account, Rules of Debit and Credit, Accounting equation.

UNIT:2

- a. Journal, Ledger, Posting and Balancing of ledger accounts.

UNIT: 3.

- a. Purchase Book, Sales Book, Purchase Return Book, Sales Return Book,
- b. Cash Book and Petty Cash Books

UNIT: 4.

- a. Preparation of Final Accounts- Trial Balance, Profit & Loss Account and Balance Sheet. Closing entries, Adjustments entries (Sole Proprietorship only).

UNIT: 5.

- a. Accounting Errors – Types of Errors, Rectification of Errors, Effects of Errors on Final Accounts
- b. Preparation of Bank Reconciliation Statement

REFERENCE BOOKS

1. Financial Accounting- by V.K. Goyal, Excel Books, New Delhi
2. Principles and Practice of Accounting.- by Gupta and Gupta (Sultan Chand & Sons, Delhi)
3. Introduction to Accountancy-by S.N. Maheshwari (Vikas Publishing House, New Delhi)
4. Financial Accounting. By Narayan Swamy (Prentice Hall India, New Delhi)
5. Financial Accounting. By Ashish Bhattacharya (Prentice Hall India, New Delhi)
6. Financial Accounting-by P.C. Tulsian (Tata McGraw Hill Publishing Co.,New Delhi)
7. Principles and Practice of Accountancy-by Rana-Dalal (B.S.Shah, Ahmedabad)
8. Principles and Practice of Accountancy –by S.P.Shah (Mahajan Publishing House, Ahmedabad)

BBA Semester – I (Effective from June - 2010)

107 - Business Mathematics – I

Unit	Chapter
1	Variables, Constants, Functions and graph of Functions
	1.1 Definition
	1.2 Types of function
	1.3 Related examples
	1.4 Graphs for Linear, Quadratic, Exponential and Logarithm
2	Limit and Continuity
	2.1 Meaning of 'x tends to a'
	2.2 Right hand and Left hand Limits
	2.3 Some fundamental results on Limits
	2.4 Rule to evaluate the Limit of a Function
	2.5 Limit at Infinity and Infinite Limits; Meaning of $x \rightarrow \infty$, $x \rightarrow -\infty$
	2.6 Related examples
	2.7 Continuity at a point, Continuity in an interval
	2.8 Properties of Continuous Function
3	Progression
	3.1 Definitions of Progression
	3.2 Arithmetic Progression
	3.3 Geometric Progression
	3.4 Harmonic Progression
	3.5 n^{th} term and sum of first n terms of AP, GP and HP with proof
	3.6 Relation between A.M., G.M. and H.M.
4	Permutations and Combination
	4.1 Meaning of Permutations
	4.2 Permutations of n different things
	4.3 Circular Permutations
	4.4 Permutations of things not all different
	4.5 Restricted Permutations
	4.6 Meaning of Combinations
	4.7 Complementary Theorems
	4.8 Restricted Combinations
	4.9 Combinations of things not all different
5	Mathematical Induction and Binomial Theorem
	5.1 Introduction Mathematical Induction
	5.2 Principles of Mathematical Induction and related examples
	5.3 Introduction of Binomial Theorem, Position of Terms
	5.4 Binomial Coefficients, Binomial Theorem with any Index

Reference Books:

1. Business Mathematics: D. C. Sancheti & V. K. Kapoor (S. Chand & Sons)
2. Mathematics for Economics and Business - R.S. Bhardwaj, Excel Books, New Delhi
3. Practical Business Mathematics & Statistics: Suranjan Saha (Tata McGraw-Hill)
4. Mathematics & Statistics: Ajay Goel, Alka Goel (Taxmann's)

BBA Semester – I (Effective from June - 2010)

108 -COMMUNICATION SKILLS -1

Marks 70 Theory and 30 Practical

1 Source Text for Language – You can Win – Shiv Khera – 4 chapters

30 marks theory – 12 lectures

10 marks presentation on any Management Personality – 5 lectures

2 Introduction to Business Communication

Communication Process

Effective Business Communication (5Cs)

Roadblocks to Effective Communication

Improving Communication

At Organisational level

At individual level

Cross cultural communication

15 marks theory – 7 lectures

5 marks class test – 1 lecture

3 Effective Written Communication

Language, Layout, Format of Business Letters

Writing Smart Business E mails

Rules for Precis Writing

Abstract Writing for Projects/ Research papers

15 marks theory - 6 lectures

5 marks Precis Writing Exercises- 2 lectures

4 Grammar

The teacher would revise the theory of language and grammar studied by the students in school and then there should be a practical presentation by the students covering different aspects of grammar/ language like punctuation, articles, prepositions, tenses and their ilk. The students can use various means like role-plays, dialogue delivery, debates, group discussions to show their comprehension of grammatical components. It would be the discretion of the teacher to assign them the topics/ aspects for presentation.

10 marks theory - 8 lectures

10 marks for activity – 4 lectures

REFERENCE BOOKS

1. Business Communication by M.K. Sehgal, Excel Books, New Delhi

BBA Semester – II (Effective from November - 2010)

201 - PRINCIPLES OF MANAGEMENT- II

This course presents some relevant aspects of business management. It focuses historical development of management as well some issues related to modern management. The objective is to help the students understand key issues related to modern management theory and practices.

UNIT 1: SCHOOLS OF MANAGEMENT THOUGHT

Introduction – Key Elements of various Schools: Scientific Management School– Administrative School – System School – Human Relations School – Contingency School – Elementary Idea of Hawthorne Experiments

UNIT 2: EMERGING ISSUES IN MANAGEMENT

Professionalisation of Management in India: Meaning – Reasons for Professionalisation – Challenges against professional Management in India; **Creativity and Innovation** – Meaning of Creativity and Innovation – Role of Creativity – Managerial Efforts; **Japanese and American Management** – Key differences; Management Information System – Concept and Importance; **MBO** – Meaning and Definition – Process – Merits and Demerits.

UNIT 3: INTRODUCTION TO FUNCTIONAL MANAGEMENT

Introduction to Functional Management; **Production Management** – Concept and Functions; **Marketing Management** – Concept and Key Decision Areas; **Financial Management** – Concept and Key decisions

UNIT 4: MOTIVATION AND LEADERSHIP THEORIES

Motivation Theories – Introduction – Maslow’s Need Hierarchy – Herzberg’s Two Factor theories – Theory X and Theory Y; **Leadership Theories** – Trait Theory – Managerial Grid by Blake and Mouton – Fiedler’s Contingency Theory

UNIT 5: INTRODUCTION TO STRATEGIC MANAGEMENT

Introduction to Strategic Management – Definition – Features – Difference between operating Management and Strategic Management – Strategic Planning Formulation Process – SWOT Analysis – Brief Idea of Strategy Implementation – Seven S Model.

SUGGESTED REFERENCE:

1. Rao V.S.P. and Krishna V. Hari, Management Text & Cases, Excel Books, New Delhi.
2. L. M. Prasad: Principles and Practice of Management, Sultan Chand & Sons, New Delhi
3. Dr. C. B. Gupta: Business Management, Sultan Chand & Sons, New Delhi,
4. David Fred R: Strategic Management, Prentice Hall, New Delhi.

BBA Semester – II (Effective from November - 2010)

202 - FORMS OF BUSINESS ORGANISATION- II

Objectives: To make the students familiar with different forms of business organizations, their formation and management

UNIT: 1.

a. COMPANY DOCUMENTS.

1. Memorandum of Association, and Doctrine of Ultra-vires
2. Articles of Association and Doctrine of Indoor Management
3. Prospectus and Statement in lieu of Prospectus and civil and criminal liability for misrepresentation in prospectus.
(Alternation in Memorandum and Articles of Association wherever required.)

UNIT: 2.

a. SHARE CAPITAL:

1. Classification of share capital
2. Types of Shares issued by a company.
3. Shares, stocks and debentures
4. Share certificates, and shares warrants (in brief)

UNIT: 3.

a. COMPANY MANAGEMENT:

1. Directors: position, qualifications, appointments, remuneration, powers, duties, and responsibilities.
2. Managing Directors
3. Managers
4. Company Secretary-position, qualifications, appointment, rights, duties, and responsibilities.

UNIT: 4.

a. BUSINESS COMBINATION:

1. Meaning, Causes and Types of business combinations
2. A detailed study of following forms of combinations only
 - Pools
 - Cartels
 - Holding Company
 - Merger and amalgamations

UNIT: 5.

a. LATEST TREND IN BUSINESS:

A brief study following:

1. Acquisition and takeover
2. E-commerce- a conceptual clarity only

REFERENCE BOOKS:

1. Fundamentals of Business Organisation. By Y. K. Bhushan, (Sultan Chand and Sons.)
3. Modern Business Organisation and Management. By S. A. Sharlekar
4. Indian Economy. By A. N. Agrawal
5. The Essence of Merger and Acquisition. By P. S. Sudarshan.

BBA Semester – II (Effective from November - 2010)

203 - PRACTICAL STUDIES

Objectives: The objective of practical training is to develop among the students a feel about industrial environment and business practice. Also to develop a practical base in them as a supplement to the theoretical study of the management in general.

Guidelines:

- 1. Minimum number of units to be visited: One.**
- 2. The unit to be visited must be from the following sector.**
 - a. Manufacturing Unit
 - b. Non-manufacturing Unit (Trading Unit)
 - c. Service sector (Bank, Insurance, Financial institution, Infrastructure unit etc.)
 - d. Non-profit organization (Educational institution, Charitable institution etc.)

3. Nature of visit:

The visit will include the following aspects:

- a. Form of organization
- b. Year of establishment and brief history
- c. Promoters and existing managing group.
- d. Installed and utilized capacity.
- e. Industrial relations
- f. Total employees: Executives, Officers, Skilled, Semi skilled and unskilled employees.
- g. Contribution of the unit to the industry.
- h. Products of the company
- i. Manufacturing process of their products.
- j. Financial information for the last year:
Share Capital: Authorised and Issued
Reserve and Surplus
Loan Fund: Debentures, Bank Loans etc.
Sales: Local and export
Profits: Before tax, after tax.
Dividend, Tax etc.
- k. Marketing:
Channel of distribution, Distributors, Dealers etc.
Promotion activities: Advertising, Sales promotion etc.
Distribution

- Note:
1. The teacher concerned shall teach the students the topics referred to above prior to the visit to the industry.
 2. All students shall draft their report independently which shall be checked and certified by the teacher concerned.
 3. The Practical Studies curriculum shall be assigned an over all weekly three credits equivalent teaching workload.

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204 - Principles of Economics –II (MICRO-ECONOMICS)

1. Indian economic system: Features of Indian economy. Economic growth and Economic development
2. Population: current scenario, causes, impacts on economy, solutions and current population policy.
3. Poverty: Meaning, types, poverty line, current scenario, causes and solutions.
4. Unemployment: Meaning, types, current scenario, causes and solutions governments' measures to eradicate unemployment.
5. Agriculture: importance, problems of Indian agriculture, solutions and current agriculture policy.

Reference books:

1. Macro Economics- by S.K.Agarwala Excel Books, New Delhi.
2. Business Economics- by M. Adhikary Excel Books, New Delhi
3. Indian economy by S.K. Misra & V.K. Puri
4. Indian economy-Tata mc-graw-hill

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205 -OFFICE AUTOMATION

Objectives: To help the students to recognize, specify, record, store and process the office data and records effectively

Marks: Theory 50% and Practical 50%

UNIT: 1.

SPREADSHEET PACKAGE (MICROSOFT EXCEL- 2003)

1. Concepts of workbook, worksheet, and Cell
2. Type of data- Entering, Editing, Deleting data into cell. Fill command, series command, custom list, Cell comment
3. Range: 2-D Range, 3-D range.

UNIT: 2.

1. Selecting, Inserting, Deleting Cell, Rows, Columns, Ranges, Cell Formatting.
2. Relative Reference, Absolute Reference.
3. Formulas, operators, Precedence of Operators, Circular Reference

UNIT: 3.

1. Library Function:
 - Financial Functions: FV(), PMT(), PV()
 - Statistical Functions: AVERAGE(), MEDIAN(), MODE(), STDEV(), VAR ()
 - String Functions: LEN(), RIGHT(), LEFT(), MID(), PROPER(), UPPER(), LOWER()
 - Logical Functions: AND(), OR(), NOT(), IF()
2. Hiding/unbinding Rows, Columns, Sheets, Background, of sheet
3. Chart Wizard

UNIT: 4

INTERNET;

1. What is internet and intranet?
2. Difference between internet and intranet
3. Application of internet: e-mail, chatting, voice chatting, video conference, surfing
4. Concept of WWW.
5. Introduction to protocol.

UNIT: 5.

NETWORKING:

1. Types of networking: LAN, MAN, WAN
2. Introduction to computer virus
3. Introduction to Antivirus.

REFERENCE BOOKS:

1. Foundations of IT by Dhiraj Sharma, Excel Books, New Delhi
2. ABC of Window-98 BPB Publication
3. Window-98 6 in 1 Prantice Hall Publication
4. Microsoft Office- 2003 Complete, BPB Publication
5. Word-2003 No experience required, BPB Publication
6. Microsoft Word- 2003 fast and easy, BPB Publication
7. INTERNET- An Introduction, TATA McGraw Hill Publication.
8. BI- Accounting package, PBB Publication

**Note: Unit – 1 to 3 for 50 Marks Practical Exam
Unit – 4 and 5 for 50 Marks Theory Paper**

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206 - PRINCIPLES AND PRACTICE OF ACCOUNTANCY

Level of knowledge: Only basic working knowledge is required

Objectives: To develop conceptual understanding of the basic accounting system through book-keeping mechanism and to prepare financial statements.

Marks : 70 % Examples and 30 % Theory.

UNIT: 1.

- a. Accounting Standards-Definition, Objectives, Benefits, Accounting Standards Board of India, Preparation of Accounting Standard, Setting the Accounting Standards in India, Accounting Standard Published by Institute of Chartered Accountant of India (Only name of Accounting Standard)

UNIT: 2

- a. Depreciation Accounting- Concept and Methods of depreciation, Revenue and Capital expenditure. (Practical problems based on Straight Line Method and Reducing Balance Method only).
- b. Valuation of Inventories: Concepts of Inventory, Introduction to valuation methods. Determining the physical inventory, estimating the inventory value. (Practical examples only on FIFO and LIFO methods),.

UNIT: 3.

- b. Accounts of non-profit making organization: Distinction between Capital and Revenue Expenses, Receipts and Payments Account, Preparation of Income and Expenditure Account, and Balance Sheet from the Receipt and Payment Account and other information given. Distinction between Receipts and Payments Account and Income and Expenditure Account.
- c. Accounts of Professional firms: Methods of Accounting, Preparation of final accounts .

UNIT: 4.

- a. Accounts from incomplete Records: Single entry- definition, features and limitations, Statement of affairs, Preparing Trading and Profit & Loss account and Balance Sheet form incomplete records.

UNIT: 5.

- a. Accounts of Partnership: Nature of Partnership accounts, Fixed and fluctuating capital, Interest on drawings, Interest on capital, Preparation of final accounts of the firm with adjustments, Distribution of profits among the partners.

REFERENCE BOOKS

1. Financial Accounting- by V.K. Goyal, Excel Books, New Delhi
2. Principles and Practice of Accounting.- by Gupta and Gupta (Sultan Chand & Sons, Delhi)
3. Introduction to Accountancy-by S.N.Maheshwari (Vikas Publishing House, New Delhi)
4. Financial Accounting. By Narayan Swamy (Prentice Hall India, New Delhi)
5. Financial Accounting. By Ashish Bhattacharya (Prentice Hall India, New Delhi)
6. Financial Accounting-by P.C. Tulsian (Tata McGraw Hill Publishing Co.,New Delhi)
7. Principles and Practice of Accountancy-by Rana-Dalal(B.S.Shah,Ahmedabad).
8. Principles and Practice of Accountancy –by S.P.Shah (Mahajan Publishing House, Ahmedabad)

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207 - Business Mathematics –II

Unit	Chapter
1	Derivative and its Application
	1.1 Introduction, Derivative of a function of one variable
	1.2 Derivative of ; a Power function, Constant with any function
	1.3 Derivative of ; the sum of function, the product of two functions
	1.4 Derivative of the quotient of two functions
	1.5 Derivative of a function of function, Derivative of logarithmic function
	1.6 Logarithmic Differentiations, Differentiation of implicit functions
	1.7 Rate of change of quantities,
	1.8 Cost function, Revenue function, Profit function
	1.9 Marginal Propensity to consume, marginal Propensity to save elasticity
	1.10 Price elasticity of demand, Price elasticity of supply
	1.11 Marginal revenue, Price elasticity of demand and Maximum revenue
	1.12 Perfect competition, Monopoly, Maxima and Minima of a function
	1.13 Related examples
2	Second Higher Order Derivatives and Partial Derivatives
	2.1 Introduction and examples of Second Higher order Derivatives
	2.2 Functions of two or more variables
	2.3 Homogeneous functions
	2.4 Related examples
3	Integration and Application
	3.1 Introduction, Standard Integrals
	3.2 Integration by substitution, Integration by parts
	3.3 Some standard integrals
	3.4 Integration by rational functions by partial fractions
	3.5 Definite integrals
4	Mathematics of Finance
	4.1 Introduction, Simple Interest, Compound Interest
	4.2 Effective rate of interest
	4.3 Present value of money under compound interest
	4.4 Annuity, amount off an ordinary annuity, Sinking fund
	4.5 Present value of an ordinary annuity
	4.6 Simple applications of present value concept to leasing
	4.7 Capital Expenditure and Bonds
5	Matrix and Determinants
	5.1 Definition of matrix, Types of Matrix, Matrix Operation
	5.2 Properties of Determinants
	5.3 Determinants of order two and order three, Cramer's rule
	5.4 Related examples

Reference Books:

1. Business Mathematics: D. C. Sancheti & V. K. Kapoor (S. Chand & Sons)
2. Practical Business Mathematics & Statistics: Suranjan Saha (Tata McGraw-Hill)
3. Mathematics & Statistics: Ajay Goel, Alka Goel (Taxmann's)

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208 - COMMUNICATION SKILLS -II

Marks 70 Theory and 30 Practical

- 1 Source Text for Language – **You can Win – Shiv Khera** – 4 chps

30 marks theory – 12 lectures
05 marks Assignment on Application of text to Life
05 marks class test based on text – 2 lec

- 2 Effective Business Presentation
Public Speaking and its importance
Planning and preparing a presentation
Delivering a Presentation
Handling Audience

15 marks theory – 9 lectures
10 marks Practical Presentation - 6 lectures

- 3 Group Discussion Skills
Group Discussion and its relevance
Guidelines for Effective Presentation
Moderating the discussion
Difference between Group Discussion and Debate

15 marks theory - 8 lectures
10 marks Practical - 3 lectures

- 4 Business Letter Writing
Letters of Enquiries and Replies
Letters of Order and Cancellation

10 marks theory - 5 lectures

References :

- 1 Business Communication – M.K. Sehgal, Vandana Khetarpal – Excel Books, New Delhi
- 2 Business Communication – Rajendra Pal and Korlahalli
- 3 Essentials of Business Communication Skills for Engineers – N. Urmila Rai and S.M. Rai – Himalaya Publication - 2002
- 4 Business communication Strategies – Matthukutty Monipally – Tata Mc. Graw Hill Publishing Co.
- 5 Public Speaking for Success – Dale Carnegie
- 6 Making Great Presentations – Ghassan Hasbani – Viva Books Pvt. Ltd.

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