



BHARATI VIDYAPEETH

DEEMED UNIVERSITY,

‘A’ Grade University Status by Ministry of HRD, Govt. of India

Re-Accredited by NAAC with ‘A’ Grade

FACULTY OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION

(BBA)

SYLLABUS

SEM – I & II

Applicable with effect from 2014-15

Bharati Vidyapeeth Deemed University, Pune
Faculty of Management Studies
Bachelor of Business Administration Programme (BBA)

Revised Course Structure

(To be effective from 2014-2015)

The BBA Programme.....

The Bachelor of Business Administration Programme (BBA) is a full time three year programme offered by Bharati Vidyapeeth Deemed University (BVDU), Pune and conducted at its management institutes in New Delhi, Pune, Navi Mumbai, Kolhapur, Sangli, Karad and Solapur. All the seven institutes have excellent faculty, Laboratories, Library, and other facilities to provide proper learning environment. The University is accredited by NAAC with an 'A' grade. The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses. The BBA programme focuses on imparting to students the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavour. While designing the BBA course, the above facts are considered and the requirements for higher studies and immediate employment are visualized. This effort is reflected in the Vision and Mission statements of the BBA programme. Of course, the statements also embody the spirit of the vision of Dr. Patangraoji Kadam, the Founder of Bharati Vidyapeeth and Chancellor, Bharati Vidyapeeth Deemed University which is to usher in “Social Transformation Through Dynamic Education.”

Vision

To prepare the students to cope with the rigor of Post Graduate Programmes in India and Abroad as well as to prepare them for managing Businesses globally and as Entrepreneurs who will also be sensitive to societal concerns.

Mission

To impart sound conceptual knowledge and skills in the field of Business Management studies that can be leveraged for enhancing career prospects and higher education in the said discipline.

Objectives

The Bachelor of Business Administration (BBA) degree programme has the following objectives...

- To provide students with an in-depth knowledge of Management and Business concepts
- To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organisations at a global level
- To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

Duration :

The duration of the BBA degree programme shall be of three years divided into six Semesters. i.e. BBA Part – I (Sem-I & II), BBA Part – II (Sem-III & IV) and BBA Part – III (Sem V & VI). The medium of instruction and examination will be only English.

Eligibility Requirements

A candidate applying for BBA programme should have passed higher secondary or equivalent examination (10 + 2) of any recognized Board satisfying the following conditions:

1. The candidate should have secured at least 45% (40% for SC/ST) aggregate at (10 + 2) level Board examination.
2. Subject to the above conditions, every eligible candidate has to pass a common All India Entrance test (B-UMAT) conducted by Bharati Vidyapeeth Deemed University, Pune. The final admission is based solely on the merit at the B-UMAT test

BBA Program Structure 2014.

Year 1.

Semester I				Semester II			
Code	Course Title	Credit	Examination Pattern	Code	Course Title	Credit	Examination Pattern
J010101	Business Organization & System	4	UE & IA	J010108	Principles of Management	4	UE & IA
J010102	Business Economics (Micro)	4	UE & IA	J010109	Business Economics (Macro)	4	UE & IA
J010103	Business Mathematics.	4	UE & IA	J010110	Management Accounting.	4	UE & IA
J010104	Business Accounting.	4	UE & IA	J010111	Fundamentals of Information Technology.	4	UE & IA
J010105	Business Environment.	4	UE & IA	J010112	Business Statistics – I.	4	UE & IA
J010106	Business Communication.	4	CA	J010213	Enhancing Personal and Professional Skills	4	CA
J010107	Foreign Language – I (Open Course)	2	CA	J010214	Foreign Language – II (Open Course)	2	CA

Year 2.

Semester III				Semester IV			
Code	Course Title	Credit	Examination Pattern	Code	Course Title	Credit	Examination Pattern
J010215	Organizational Behavior.	4	UE & IA	J010222	Business Laws.	4	UE & IA
J010216	Principle of Management.	4	UE & IA	J010223	International Business.	4	UE & IA

J010 217	Basic of Marketing.	4	UE & IA	J0102 24	Research Methodology.	4	UE & IA
J010 218	Management Information Systems.	4	UE & IA	J0103 25	Human Resource Management	4	UE & IA
J010 219	Business Statistics – II.	4	UE & IA	J0103 26	Entrepreneurship Development	4	UE & IA
J010 220	Road Safety and Management	4	CA	J0103 27	Industrial Exposure	4	CA
J010 221	Basics of Taxation (Open Course)	2	CA	J0103 28	Intellectual Property Rights (Open Course)	2	CA

Year 3.

Semester V				Semester VI			
Code	Course Title	Credit	Examination Pattern	Code	Course Title	Credit	Examination Pattern
J010 329	Service Management.	4	UE & IA	J0103 36	Project Management.	4	UE & IA
J010 330	Introduction to Operations Research.	4	UE & IA	J0103 37	Business Policy and Strategic Management.	4	UE & IA
	Elective Paper – I	4	UE & IA		Elective Paper – III.	4	UE & IA
	Elective Paper – II	4	UE & IA		Elective Paper – IV	4	UE & IA
J010 333	Event Management	4	CA	J0103 40	Business Ethics	4	UE & IA
J010 334	Summer Training Via & Report	4	IA	J0103 41	Disaster Management	4	CA
J010 335	Environmental Sciences (Open Course)	2	CA	J0103 42	Current Trends in Management (Open Course)	2	CA

Marketing Management Elective.

Elective	Code	Course
Elective – I	J0103M31	Customer Relationship Management.
Elective – II	J0103M32	Sale and Distribution Management.
Elective – III	J0103M38	Marketing Communication & Advertising.
Elective – IV	J0103M39	Digital Marketing

Finance Management Elective

Elective	Code	Course
Elective – I	J0103F31	Elements of Financial Services
Elective – II	J0103F32	Introduction to Management Control Systems
Elective – III	J0103F38	Elements of Corporate Finance
Elective – IV	J0103F39	International Finance and Financial Risk Management

Human Resource Management Elective

Elective	Code	Course
Elective – I	J0103HR31	Employee Relationship Management
Elective – II	J0103HR32	Labour Legislation
Elective – III	J0103HR38	Training and Development
Elective – IV	J0103HR39	Performance Appraisal Systems

International Business Management Elective

Elective	Code	Course
Elective – I	J0103B31	International Marketing

Elective – II	J0103B32	Export Import Procedure and Documentation
Elective – III	J0103B38	Basics of International Finance
Elective – IV	J0103B39	Fundamentals of International Economics

The Banking and Insurance, Hospitality Management and Financial Markets – these new specialization will be offered from the Academic Year 2012 – 2013.

Banking and Insurance Management Elective		
Elective	Code	Course
Elective – I	J0103B&I31	Principles of Banking
Elective – II	J0103B&I32	Principles of Insurance
Elective – III	J0103B&I38	Banking Law and Practice
Elective – IV	J0103B&I39	Practice of Life & General Insurance

Hospitality Management Elective		
Elective	Code	Course
Elective – I	J0103HM31	Principles & Concepts of Hospitality Management
Elective – II	J0103HM32	Tourism Management – I
Elective – III	J0103HM38	Food, Beverages, nutrition and dietetics Management
Elective – IV	J0103HM39	Tourism Management – II

Financial Market Elective		
Elective	Code	Course
Elective – I	J0103FM31	Introduction to Financial Markets and Financial Institutions
Elective – II	J0103FM32	Capital Market Operations
Elective – III	J0103FM38	Commodity Markets
Elective – IV	J0103FM39	Introduction to Derivatives – Equity and Currency

Note : Elective will be offered only if a minimum of ten (10) students opt for the same in semester V.

Grading System for Programmes under Faculty of Management Studies:

1. **Grade Points:** The Faculty of Management Studies, Bharati Vidyapeeth University has suggested the use of a 10-point grading system for all programmes designed by its various Board of Studies. A grading system is a 10-point system if the maximum grade point is 10. The system is given in Table I below.

Table I: The 10-point Grading System Adapted for Programmes under FMS

Range of Percent Marks	[80, 100]	[70, 79]	[60, 69]	[55, 59]	[50, 54]	[40, 49]	[00, 39]
Grade Point	10.0	9.0	8.0	7.0	6.0	5.0	0.0
Grade	O	A+	A	B+	B	C	D

Formula to calculate GP is as under:

Set $x = \text{Max}/10$ where Max is the maximum marks assigned for the examination (i.e. 100)

Formula to calculate the individual evaluation

Range of Marks	Formula for the Grade Point
$8x \leq \text{Marks} \leq 10x$	10
$5.5x \leq \text{Marks} \leq 8x$	Truncate (M/x) +2
$4x \leq \text{Marks} \leq 5.5x$	Truncate (M/x) +1

2. **Scheme of Examination:** For some courses there is Internal Assessment (IA) conducted by the respective institutes as well as a University Examination (UE) at the End-of-the Term. Both IA and UE will be conducted out of 100 marks and converted to grade points and grades using Table I above.

For courses there is only Continuous Assessment (CA) the respective institutes will evaluate the students in varieties of ways, three or four times, during the term for a total of 100 marks. Then the marks will be converted to grade points and grades using the Table I above.

3. Standards of Passing & ATKT Rules:

- a) For all courses UE and IA constitutes separate heads of passing (HoP) and learner must obtain 40% i.e. minimum Grade Point of 5.0 for UE and IA. **OR** If learner fails in IA he/she must obtain 25% of IA and GPA of 6.0 (50% in aggregate) in order to pass the course. However GPA will be calculated only if learner passes at UE.

The performance at UE and IA will be combined to obtain GPA with weights of 60% and 40% respectively.

Case No.	UE (Out of 60)	IA (Out of 40)	Total Marks (Out of 100)	GP of UE	GP of IA	GPA	Remarks
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1	24	16	40	5	5	5	Pass
2	40	10	50	8	0	6	Pass
3	40	06	46	8	0	5	Fails at IA
4	20	40	-	0	10	0	Fails at UE
5	34	12	46	7	0	5	Fails at IA
6	20	15	-	0	0	0	Fails at UE and IA

b) The student fails in UE course has to reappear at UE only as backlog to secure the GPA required to pass. Similarly if he fails in IA he has to reappear as backlog to secure the GPA required to pass.

c) **ATKT Rules:**

1. A student is allowed to carry backlog of any number of subjects for Semester IV.
2. A student must pass Semester I and Semester II to appear for Semester V.

d) Criteria for award of honours at the end of programme.

Range of CGPA	Final Grade	Performance Descriptor	Range of Marks (%)
$9.5 \leq \text{CGPA} \leq 10$	O	Outstanding	$80 \leq \text{Marks} \leq 100$
$9.0 \leq \text{CGPA} \leq 9.49$	A+	Excellent	$70 \leq \text{Marks} \leq 80$
$8.0 \leq \text{CGPA} \leq 8.99$	A	Very Good	$60 \leq \text{Marks} \leq 70$
$7.0 \leq \text{CGPA} \leq 7.99$	B+	Good	$55 \leq \text{Marks} \leq 60$
$6.0 \leq \text{CGPA} \leq 6.99$	B	Average	$50 \leq \text{Marks} \leq 55$
$5.0 \leq \text{CGPA} \leq 5.99$	C	Satisfactory	$40 \leq \text{Marks} \leq 50$
CGPA below 5.0	F	Fail	Marks below 40

CGPA is calculated by the formula

$$CGPA = \frac{\sum C_k * GP_k}{\sum C_k}$$

Where C_k = Credit Value assigned to the course

GP_k = Grade Point Average (GPA) obtained by the learner

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BBA Sem I
Course Code J010101
Business Organization And Systems

Objectives :

- To acquaint students with fundamentals of Business Organization and management systems as a body of knowledge.

Unit 1: Nature of Business

Concept of Business – Meaning, Definition, Nature and Scope, Characteristics of Business. Business as an Economic Activity. Objectives of Business. Structure of Business (Classification of Business Activities. Requisites for Success in Modern Business.

Unit 2: Evolution of Business

Beginning and development of Commerce, Evolution of Industry, Industrial Revolution, Beginning and growth of Indian Business, Industrialisation in India.

Unit 3: Forms of Business Ownership

Introduction to various forms – Factors affecting choices of an deal form of ownership, features Merits and Demerits of Sole Proprietorship – Joint Hindu Family Business – Partnership – Joint Stock Company – Co-operative Organisation, Public Enterprises.

Unit 4: Formation of a Company

Stages in formation and incorporation of a company (e Promotion – incorporation and registration – Capital Subscription – Commencement of Business. - Documents of a Company i.e. Memorandum of Association – Articles of Association – Prospectus.

Unit 5: Establishment of Business Enterprise

Various factors to be considered while starting a new Business enterprise i.e. identification of Business Opportunity – Market Assessment – Suppliers – Technology – Location – Human Resource – Finance etc. Small and Medium Enterprises – Meaning Characteristics and objectives. Role of Support Organisation such as Trade Associations and Chambers of Commerce.

Unit 6: Organization of Trade

Channels of Distribution – Meaning, Functions and types. Internal Trade – Wholesale and Retail External Trade – Import and Export. Role and importance of support services to Business such as Transport Insurance etc. Business Combinations – Mergers and Acquisitions. Franchising. Business Process Outsourcing. Multinationals – Concept and role of MNCs;

Reference Books:

- 1) S.A. Sherlekar ,Modern Business Organization and Management – (Himalaya Publishing House)
- 2) Y.K. Bhushan ,Fundamental of Business Organization & Management – (S Chand Publishers)
- 3) Basu, C. R.; *Business Organization and Management*, Tata McGraw Hill, Publishing House, New Delhi, 1998
- 4) B S Moshal, J P Mahajan, J S Gujral, Business Organization and Management –. Galgotia Publishing Co, New Delhi
- 5) Redmond James, Robert Trager , *Media Organization and Management* –, Biztantra, New Delhi

BBA Sem I
Course Code J010102
Business Economics (Micro)

Objectives :

- To expose students to basic micro economic concepts.
- To apply economic analysis in the formulation of business policies.
- To use economic reasoning to problems of business.

Unit 1: Introduction

Meaning, Nature and Scope of Business Economics - Micro and Macro. Basic Economic Problems. Market forces in solving economic problems. Circular Flow of Income and Expenditure/Production possibility curve

Unit 2 : Demand Analysis

Concept of Demand, Factors affecting demand, Exceptions to the Law of demand. Elasticity of Demand and their types. Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship

Unit 3 : Supply Analysis

Concept of supply, Factors Affecting Supply and Law of Supply. Exceptions to the Law of supply.

Unit 4: Cost Analysis

Accounting Costs and Economic Costs. Short Run Cost Analysis : Fixed, Variable and Total Cost Curves, Average and Marginal Costs. Long Run Cost Analysis: Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves. Law of variable proportion and Law of returns to scale

Unit 5 : Pricing Under Various Market Conditions

Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition Monopoly - Price Determination under Monopoly. Monopolistic Competition - Price and Output Determination under Monopolistic Competition, Oligopoly-meaning.

Unit 6 : Distribution

Marginal Productivity Theory of Distribution. Rent : Modern Theory of Rent. Wages : Wage Determination under Imperfect Competition - Role of Trade Union and Collective Bargaining in Wage Determination. Interest : Liquidity, Preference Theory of Interest. Profits : Dynamic, Innovation, Risk - Bearing and Uncertainty Bearing Theories of Profits

Reference Books :

1. Stonier and Hague, Textbook of Economic Theory -; Longman Green and Co., London.
2. Richard G. Lipsey , Introduction to Positive Economics -
3. M. L. Seth, Micro Economics -
4. M. L. Jhingan ,Micro Economics -; Vrinda Publications, New Delhi.
5. D. M. Mithani , Managerial Economics - Theory and Application -

Course: BBA Sem I
Course Code J010103
Business Mathematics

Objectives :

- This course aims to equip the students with the mathematical background required for business management and to know role of mathematics in Business areas – accountancy, economics, management science etc.

Unit 1 : Ratio, Proportion and Percentages

Ratio proportion, variation, percentages problems on increase and decrease commission.

Unit 2 : Payroll.

Gross pay, hourly rate and hours worked, overtime, salary, commission, net pay etc.

Unit 3 : Profit and Loss.

Buying : Trade discounts, chain discounts, cash discounts etc. Cost price, selling price, Profit and Loss, Partnership.

Unit 4 : Interest and discount.

Simple and compound interest, time value of money, simple annuity.

Unit 5 : Sequences and series, Linear Equations

Arithmetic progression – Basic concepts, Application of Linear equations and to business problems.

Unit 6 : Matrices and Determinants

Definition of a Matrix, Matrix operations, Determinants, Properties of determinants. Applications in Business

Note: Derivation of formulae is not included for examination purpose. Only direct application of rules and formulae is expected.

Reference Books :

1. Schaum Series , Basic Business Mathematics
2. Padmalochan Hazarika , A class textbook of Business Mathematics.
3. M. G. Dhaygude , Commercial Arithmetic and Statistics .
4. O Daffer, Carles, Cooney, Dossey , Mathematics . Addison Wesley Publishers, USA
5. Eugene Don, Joel lerner , Basic Business Mathematics , Tata McGraw Hill Publication.

Course: BBA Sem I
Course Code J010104
Business Accounting

Objective:

To impart basic accounting knowledge

Unit 1: Introduction:

Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of financial statement and limitations of Financial Accounting.

Unit 2: Conceptual Frame work:

Accounting Concepts and Conventions, Accounting Standards-concept, objectives, benefits.

Unit 3: Recording of transactions :

Voucher system; Accounting Process, Journals, Subsidiary Books, Ledger, , Bank Reconciliation Statement, Trial Balance.

Unit 4: Depreciation:

Meaning, need & importance of depreciation, methods of charging depreciation.(WDV & SLM)

Unit 5: Preparation of final accounts:

Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business. Contents of annual report of a joint stock company

Unit 6: Computerised Accounting:

Computers and Financial application, Accounting Software packages.(Orientation level)

Reference Books :

1. Anil Chowdhry , Fundamentals of Accounting & Financial Analysis (Pearson Education)
2. :Jane Reimers ,Financial accounting (Pearson Education)
3. Rajesh Agarwal & R Srinivasan , Accounting Made Easy (Tata McGraw –Hill)
4. Dr. S. N. Maheshwari , Financial Accounting For Management: (Vikas Publishing House)
5. Robert Anthony, David Hawkins , Business Accounting. (Tata McGraw –Hill)

Course: BBA Sem I
Course Code J010105
Business Environment

Objective:

- To know and understand the nature of business, the environment in which it prevails, both in terms of its turbulent nature and a macro/micro view.
- To be aware of the formidable challenges and unprecedented opportunities posed by the environmental factors on a business firm.

Unit 1: Introduction to Business Environment:

Nature and scope of business, meaning of environment of business, objectives, environmental analysis and forecasting, significance/benefits of environmental analysis, environmental factors/types.

Unit 2 : Economic Environment:

Nature of economy, structure of economy, understanding economic system, economic policies- Industrial Policy and Trade Policy.

Unit 3: Regulatory Environment:

Economic role of Government, Government and Legal System, forms of Government regulations, state intervention and control, business- Government interference.

Unit 4: Socio-Cultural Environment:

Business and Society- social responsibility of business, the Indian scenario, impact of culture on business, other socio-cultural factors affecting business.

Unit 5: Natural and Technological Environment:

Natural Environment and their impact on business. technological environment and their impact on business, economic effects of technology,

Unit 6: Global Environment and Institutions:

Globalisation- meaning, features, Benefits and challenges of globalisation, GATT and WTO – understanding WTO, functions, structure, implications for India,

Reference Books :

1. Raj Agarwal , Business Environment
2. Francis Cherunilam , Business Environment
3. K. Aswathappa , Essentials of Business Environment
4. Justin Paul , Business Environment ., (Tata McGraw –Hill)
5. Kang K N S , Modern Business Environment . Deep and Deep Publishers, New Delhi.

Course: BBA Sem I
Course Code J010106
Business Communication

Objective:

- To acquaint students in managerial communication from every perspective that is globally demanding.

Unit 1: Concept and Nature of Communication

Meaning and Introduction, Importance and Nature of Communication. Process and Objectives of Communication. Types of Communication. Barriers to Communication. Seven C's of effective communication

Unit 2: Verbal and Non – Verbal Communication

Verbal Communication (oral) – Meaning, Advantages, Disadvantages, Essentials of effective oral communication, Types. Non – Verbal Communication – Meaning Types such as Body Language, Para Language, Provernicism Artifacts Sign language etc.

Unit 3: Forms of Communication Skills

Listening Skills – Meaning and importance – Types – Listening Barriers – Improving Listening skills. Reading Skills – Meaning and importance – Steps for better reading. Speaking Skills – Meaning and importance – Guidelines for preparing a Speech – Strategies for good conversation etc. Writing Skills – Meaning and importance of written communication in business – Features – Advantages

Unit 4: Written Communication

Business Letters : Tact for use of language – Structure of a Business letter - Business letter formats – Types of letters such as Letters of inquiry and Reply, Letters placing and fulfilling orders, Complaint and follow up letters Sales letters, Job application letters.
Business Correspondence Memos – Emails – Notices – Proposals – Notification – Agenda and Minutes of Meeting. Basics of Report Writing

Unit 5: Presentation Skills

Introduction and importance Planning the Presentation. Presentation Structure. Organising the Presentation. Qualities of a skillful Presenter. Use of Visual aids in Presentation

Reference Books :

1. Urmila Rai and S. M Rai , Effective Communication (Himalaya Publishing House)
2. Doctor and Doctor , Business Communication (Sheth Publishers Pvt. Ltd.)
3. Shirley Taylor, Communication for Business, Pearson Education, New Delhi
4. Raymond Lesikar, Marie E Flatley, Basic Business Communication –(Tata McGraw –Hill)

Course: B.B.A. Sem I
Course Code: J01007
Foreign Language – I

Objective

- To learn modern colloquial German language in simple sentences and conversations.

Content of Course

The Syllabus is divided in three parts / Units.

Unit – I

From the language usage point of view

A short history, geography and cultural aspects of Germany.

Saying hello and greeting people at different times of a day.

To meet elders and youngsters for the first time.

To introduce oneself.

Exchanging information about country of origin and place of residence and professions.

Asking for and telling / saying telephone numbers.

To say: I am sorry, excuse me etc.

To say goodbye in formal and informal relations.

If you don't get something, how to say it politely (e. g. wie bitte).

Unit – II

From Grammar Point of View

Alphabets

The personal pronouns: ich, du, Sie.

The first, second person conjugation of verbs, which frequently occur.

Gender of nouns and its plural forms.

Use of Pronouns.

Definite and infinite articles.

Use of nicht and kein for negation.

Wh-questions and questions starting with verbs.

Word order in statements and questions.

Numbers from 1 to 100

Preposition : aus, in, von

Unit – III

From Vocabulary Point of View

Names of continents, countries, their languages, nationalities. Names of days and months.

Watch timing German words for few things, which one sees everyday.

Reference Material

Books

1. Aufderstrabe V., Themen 1 Aktuell – Kursbuch, German Book Centre
2. Bock V. H., Themen 1 Aktuell – Arbeitsbuch, German Book Centre
3. Von B, Jones A., Themen 1 Aktuell – Glossar, German Book Centre
4. Ernst Klett Spracher Stuttgart, Passwort Deutsch Kurs – Und Übungsbuch 1, German Book Centre
5. Ernst Klett Spracher Stuttgart, Passwort Deutsch Worterheft 1, German Book Centre

Course: BBA Sem – II
Course Code J010108
Principles of Management

Objectives:

- To know and to understand the concepts in Management and to develop skills related to practice of management.

Unit 1: Management & Evolution of Management thought

The Definition of Management : Its nature and purpose Managerial functions at different organizational levels, Managing Science or art, the functions of Managers Evolution of Management thought – Management thought in antiquity, Fredrick Taylor and Scientific Mgt., Sources of Taylor and their contribution, Contribution of Fayol, the emergence of Human Relations school.

Unit 2: Planning

The nature of planning – Types of plan, purpose or mission, objectives – a hierarchy of objectives, key Result Areas the process of setting objectives. The nature and purpose of strategies and policies. Steps in planning – Being aware of opportunities, developing premises, Decision making - Identifying the alternatives, evaluating the alternative.

Unit 3: Organizing

Formal and informal organization, Process of Organizing, Organization structure - Functional organization and Divisional organization. Authority - delegation of functional authority, the nature of decentralization, the determinants of decentralization, difference between delegation and decentralization, advantages of delegation.

Unit 4: Leading

Defining leadership, ingredients of leadership, Trait approach to leadership, Behavioral approach to leadership, different types of leadership.

Unit 5: Controlling

The basic control process - feed forward control and feedback control, requirements for effective controls – tailoring controls to individual managers and plan, ensuring flexibility of controls, fitting the control system to the organization culture, control techniques - the Budget, traditional non – budgetary control devices.

Unit 6: Management and Society

Social responsibility of managers, ethics in managing – institutionalizing ethics, factors that raise ethical standards.

Reference Books :

- 1 Heinz Wehrich & Harold Koontz , Principles and Practice of Management
- 2 Moshal , Principles of Management
- 3 Tripathi & Reddy , Principles of Management
- 4 Richard Daft., Management. Thomson South Western Publishers, Australia
- 5 Herbert G Hicks, C Ray Gullett., Management (Tata McGraw –Hill)

Course: BBA Sem – II
Course Code J010109
Business Economics (Macro)

Objective :

- To Study the behavior 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

Unit 1 Basic concept of Macro Economics

Definition and nature of Macro economics, Scope. Importance and limitations, Macro economic variables.

Unit 2 National Income Accounting

Circular flow of Income, Measurement of national income, Details of national accounts. Stock and flow. Gross Domestic Product (GDP). Gross National Product (GNP). Net Domestic Product (NDP). Net national Product (NNP).

Unit 3 Theory of Income and Employment

Say's law of market. Keynesian theory of Income and employment.

Unit 4 Saving and Investment

Consumption function – Keynes psychological law of consumption – average propensity to consumer (APC). Marginal propensity to consume (MPC), Average propensity to save (APS), Marginal propensity to save (MPS). Investment function – autonomous and induced investment. Investment multiplier. Principle of acceleration.

Unit 5 Business cycle inflection and deflection

Nature , characteristics of business cycle, Theories of business cycle. Inflection and deflection – meaning, causes and control.

Unit 6 Micro economic policies

Monetary policy and Fiscal policy

Reference Books:

- 1 Ahuja H L, Macro Economy:Theory and Policies. S Chand and Co, New Delhi 2006
- 2 D N Dwivedi., Macro Economy. Tata McGraw Hill, New Delhi 2006
- 3 Samuelson., Economics. Tata McGraw Hill, New Delhi 2007
- 4 Dornbusch Rudiger , Macro Economics . (Tata McGraw –Hill)
- 5 Eugene Diulio.,Macro Economics (Tata McGraw –Hill)

Course: BBA Sem – II
Course Code J010110
Management Accounting

Objectives :

- To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet.
- To provide basic knowledge of important Methods & Techniques of costing.

Unit 1: Introduction .:

Definition, Nature and scope of Management Accounting. Limitations of Financial Accounting and need of Cost Accounting. Advantages and Limitations of Management Accounting. Difference between Financial and Management Accounting.

Unit 2: Cost Accounting an introduction -

Material, Labour and other Expenses. Classification of cost & Types of Costs. Preparation of Cost Sheet. Methods and techniques of Costing.

Unit 3: Budget and Budgetary Control –

Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control. Types of Budget. Preparation of flexible budget and cash budget.

Unit 4: Marginal Costing

Meaning and Various Concepts. Marginal Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety

Unit 5: Standard Costing

Definition and Meaning of Various Concepts. Advantages and Limitations of Standard Costing
Variance Analysis – Material and labour Variances only

Unit 6: Ratio Analysis

Nature and interpretation. Classification of ratios, Liquidity ratio, profitability ratio, Turnover ratio, Advantages and limitations of ratio. Fund flow and cash flow analysis (theory)

Reference Books –

1. S.P.Jain and Narong., Advanced cost Accounting
2. S.N.Maheshwari, Cost Accounting.
3. Prabhu Dev , Cost Accounting, Himalaya Publication
4. Paul S Kr , Management Accounting. New Central Book Agency, Calcutta
5. Rebert N Anthony., Management Accounting D B taraporewala Sons, Bombay.

BBA Sem II
Course Code J020111
Fundamentals of Information Technology

Objective :

- The main objective is to introduce IT in a simple language to all undergraduate students, regardless of their specialization. It will help them to pursue specialized programs leading to technical and professional careers and certifications in the IT industry.
- The focus of the subject is on introducing skills relating to IT basics, computer applications, programming, interactive Medias, Internet basics etc.

Unit 1: Introduction to Computers

Introduction, Definition, Characteristics of computer, Evolution of Computer, Block Diagram Of a computer, Generations of Computer, Classification of Computers, Applications of Computer, Capabilities and limitations of computer.

Number System: Positional & Non Positional, Binary, Octal, Decimal, Hexadecimal. Conversion from one number system to another.

Unit 2: Basic Computer Organization

Role of I/O devices in a computer system, Input Units: Keyboard, Terminals and its types. Pointing Devices, Scanners and its types. Voice Recognition Systems, Vision Input System, Touch Screen. Output Units: Monitors and its types, Printers: Impact Printers and its types. Non Impact Printers and its types. Plotters, types of plotters, Sound cards, Speakers.

Unit 3: Storage Fundamentals

Primary Vs Secondary Storage, Data storage & retrieval methods. Primary Storage: RAM ROM, PROM, EPROM, and EEPROM. Evolution and Comparison of Secondary Storage devices: Magnetic Tapes, Magnetic Disks. Cartridge tape, hard disks, Floppy Disks, Optical Disks, Compact Disks, Zip Drive, Flash Drives

Unit 4: Software

Software and its needs, Types of S/W. System Software: Operating System, Utility Programs. Programming Language: Machine Language, Assembly Language, High Level Language their advantages & disadvantages. Application S/W and its types: Word Processing, Spread Sheets. Presentation, Graphics, DBMS software. Assemblers, Compilers and Interpreters. Types of Operating System: Batch Processing, Multiprogramming. Multi Tasking, Multiprocessing, Time Sharing, DOS, Windows, Unix/Linux

Unit 5: Data Communication

Communication Process, Data Transmission speed, Communication Types(modes), Data Transmission Medias, MODEM and its working, characteristics, Types of Networks, LAN Topologies, Computer Protocols, Concepts relating to networking

Unit 6: Business Data Processing

Introduction, data storage hierarchy, Method of organizing data, File Types, File Organization,

Reference Books:

1. Suresh K. Basndra , Computers Today
2. V.Rajaraman , Introduction to Information Technology
3. P.K.Sinha, Computer Fundamentals.
4. Brian Williams, Stacey Sawyer , Using Information technology. Career Education
5. Gordon B Davi, Introduction to Computers McGraw Hill Company, New York

Course: BBA Sem – II
Course Code J010112
Business Statistics – I

Objectives:

- To acquaint the students with the basics of Business statistics for enhancing managerial decision making.

Unit 1 : Introduction to Business Statistics

Definition, descriptive and inferential statistics in business Statistical Enquiry Population and sample, data, types of data, sources of data, methods of data collection.

Unit 2 : Data presentations and graphical displays

Frequency, cumulative frequency percentage frequency. Frequency distributions, importance of Diagrammatic and Graphic Representation of data, frequency polygons and frequency curves, histograms, Ogive Curves.

Unit 3 : Descriptive statistics – Measures of Central Tendency

Arithmetic mean, median, Mode, G.M. Quartiles deciles, percentiles

Unit 4 : Descriptive statistics – Measures of Dispersion

Absolute and relative measures of dispersion, Range, quartile deviation, mean deviation, standard deviation, variance, Skewness and Kurtosis.

Unit 5 : Index Numbers

Types of index numbers, Uses and importance of index numbers.

Unit 6 : Statistical Quality Control

Quality, variation, types of variation, control charts

Reference Books :

1. Bharadwaj, Business Statistics.
2. S.C. Gupta., Fundamentals of statistics
3. J. V. Tatke , Business Statistics
4. David L Eldredge., Business Statistics. South Western Thomson. USA
5. Amir D Aczel , Business Statistics. (Tata McGraw –Hill)

Course: B.B.A. Sem II
Course Code : J010113
Enhancing Personal And Professional Skills

Objective:

- To impart skills so as to assimilate themselves into the mainstream of corporate life

Unit 1: Listening

Hearing vs. Listening ; the listening process, barriers to effective listening; types of listening had listening habits; guidelines to effective listening

Unit 2: The Voice

Importance of Voice Clarity, Modulation, Intonation, Inflection, Exercise to be performed for the voice, Syllables, Consonants and Diphthongs

Unit 3: Body Language

Discussing and exhibiting various postures and gestures that convey a message – interpretation and analysis of the same.

Unit 4: Fear Factor

What is Fear Psychosis, 'Importance' of Fear, How to overcome Stage fright, of speaking in Public at meetings, in parties, Extensive exercise in Class-room speaking with the necessary inputs on grooming, voice modulation, eye contact and consistency.

Unit 5 : Business Correspondence

Writing Business letters, Memos, (placing) Orders, Invoice, Quotations, Telephone Speaking Skills.

Unit 6: Office Automation

Functional and Operational inputs on Facsimile machine, EPBAX; Office Photocopying machine, L.C.D., O.H.P; Video Conferencing.

Reference Books :

- 1 Dr. K. Kumar, Business Communication Himalaya Publishing .House, Mumbai
- 2 Richard Draft ,The New Era of Management, Thomson, Delhi.
- 3 Parag Dewan ,Business Communication, Wheeler Publication.
- 4 Doctor & Doctor, Business Communication Tata McGraw Hill Publication.
- 5 Scot Ober., Contemporary Business communication Biztantra, New Delhi

Course: B.B.A. Sem II
Course Code: J01014
Foreign Language – II

Objective

- To learn modern colloquial German language in simple sentences and conversations. The dialogues contain some explanation of points of grammar and new vocabulary.

Content of Course

The Syllabus is divided in three parts / Units.

Unit I

From the language usage point of view

The words, phrases and simple sentences relating to the following situations:

At airport

To ask a taxi driver to go to a particular place.

To book a room in a hotel.

To order a meal in a restaurant.

While shopping in a supermarket.

While purchasing railway ticket.

Birthday and other wishes.

To ask for prices, menu card, bills etc.

Complements about food.

Your liking and disliking about food and drinks (e.g. gerne)

While exchanging your money, about currency.

Unit II

From Grammar Point of View:

Conjugation of verbs. Which frequently occur.

Conjugation of irregular verbs, which frequently occur.

Conjugation of auxiliary verbs. 1st and 3rd person.

Prepositions : nach, zu.

Unit III

From Vocabulary point of view:

The words, in the context of airport, railway station, hotel, restaurants supermarket etc.

Telling about family status, about family.

Regarding prices of goods, their quantity etc.

Regarding likings and disliking of food.

Books

1. Aufderstrabe V., Themen 1 Aktuell – Kursbuch, German Book Centre
2. Bock V. H., Themen 1 Aktuell – Arbeitsbuch, German Book Centre
3. Von B, Jones A., Themen 1 Aktuell – Glossar, German Book Centre
4. Ernst Klett Spracher Stuttgart, Passwort Deutsch Kurs – Und Übungsbuch 1, German Book Centre
5. Ernst Klett Spracher Stuttgart, Passwort Deutsch Worterheft 1, German Book Centre