

BBA - SYLLABUS

SEMESTER – I

BBA 1071 - Principles & Practice of Management
BBA 1072 - Business Communication
BBA 1073 - Financial Accounting
BBA 1074 - Business Law
BBA 1075 - Business Economics
BBA 1076 - Computer Application

SEMESTER – II

BBA 1077 - Organisational Behaviour
BBA 1078 - Business Environment
BBA 1079 - Business Mathematics
BBA 1080 - Environmental Management
BBA 1081 - Management Accounting
BBA 1082 - Profit Planning & Control

SEMESTER – III

BBA 2071 - Production Methods
BBA 2072 - Manpower Management
BBA 2073 - Marketing Concepts
BBA 2074 - Business Finance - I
BBA 2075 - Business Statistics
BBA 2076 – Computer Application

SEMESTER – IV

BBA 2077 - Operations Research
BBA 2078 - Industrial Law
BBA 2079 - Office Management
BBA 2080 - Sales & Distribution Management
BBA 2081 - Research Methodology
BBA 2082 - Business Finance - II

SEMESTER – V

BBA-3071 - Management Information System
BBA 3072 - Indian Economy
BBA 3073 - Banking Law & Practice
BBA 3074 - Advertising & Public Relations
BBA 3075 - Human Resources Development
BBA 3076 – Summer Training Report

SEMESTER – VI

BBA 3077 - Corporate Planning & Strategic Management
BBA 3078 - International Marketing
BBA 3079 - Marketing of Services
BBA 3080 - Financial Institutions and Markets
BBA 3081 - Entrepreneurial Development
BBA 3082 – Comprehensive viva-voce

BBA I Semester
BBA- 101/1071
Principles & Practice of Management

Unit 1 –

Evolution of Management: - Contribution of Taylor, Mayo & Fayol, Different approaches of management, role of manager, tasks of a professional manager, Management & its functions. Level of Management, managerial skills at various levels.

Planning & Decision making: - Definition, Nature for planning, importance, Process of planning, decision making, nature importance & process, types of plans.

Unit 2 –

Organization & staffing: - Definition, organizing process, importance of organizing, Departmentation manpower planning, Recruitment, Selection, Training & promotion. Directing & Leadership:- X Theory, & Y Theory, Hawthorne & Tinstone studies Leadership. Definition, Stogdill trait theory, Managerial grid, Fiedlers contingency approach.

Unit 3 –

Motivation – Meaning, Missions, Herzberg’s theory, V Room’s expectancy theory & Porter & Lawler model of Motivation. Communication & control Communication Definition, importance, process, types, factors affecting communication methods, barriers & remedies.

Reference:

Principles & Practice of Management – L. M. Prasad

Management – Theory & Practice – C. B. Gupta

BBA- 1072
Business Communication

Unit 1 –

Meaning, Nature, Scope, Definition of Communication, Types of Communication, Communication Barriers, Principles of Communication. Written Communication – Types of Letter, Letter lay-out, Essentials of an effective letter writing, Need and function of Business letter.

Unit 2 –

Oral Communication – Types of oral communication, Barriers to oral communication, speedy – Introduction & Characteristic of good speech. Mass Communication – Nature & Scope of Mass Communication, function of mass communication – Media of mass communication, Role of Mass – Media in India.

Unit 3 –

Report Writing - What is report, Importance of Reports, Types of reports, Characteristic of good report selecting suitable types of reports.

Reference:

Business Communication – Monopoly & Monipally

Commercial Correspondence – Ghosh & Bhushan

BBA – 1073
Financial Accounting

Unit 1 –

Accounting, meaning, definition, objectives, scope, basic, terms, accounting principles, branches of accounting, uses & limitations of Accounting, Concepts & Conventions, Accountings uses, Accounting information, Accounting equations – Meaning of accounting equation, compensation of accounting, effects of transactions.

Unit 2 –

Basic Accounting Procedure – Journal, rules of debit & credit, method of journalizing, advantage, double entry system – its advantage, ledger, meaning, utility, posting entries. Practical system of book keeping – Cashbook, types of cash book, Single column, double column, entries, Trial Balance, Objective, preparation, errors & rectification, Suspense Accounting – meaning, utility & preparation.

Unit 3 –

Bank Reconciliation:- Meaning, causes of differences, need & importance, preparation & presentation of BRS, Depreciation – meaning, methods of charging depreciation, straight line, written - down methods. 1 Statements Final Accounts – Meaning, need & objectives, types – Trading Account – Meaning, need & preparation, Profit & loss Account – meaning, Need & preparation, Balance Sheet- Meaning, need & Preparation, Final Accounts with adjustment entry.

Reference:

Basics of Accounting – Jain & Narang

Basic of Accounting – T. S. Grewal

BBA – 1074
Business Law

Unit 1 –

What is Law, various sources of Law, significance of law, business law, impact of law on society & business economic aspects of Constitution & its implications. Law of Contract – Definition & Nature of Contract, types of contract, offer & acceptance, consideration & capacity to contract, free constant, legality of object & consideration, contingent contract, quasi contract, discharge of contract, remedies for breach of contract, indemnity & guarantee, pledge, Principal – agent relationship & rights & obligation of Principal & agent.

Unit 2 –

Law of sale of goods – nature of contract of sale, conditions & warranties, Transfer of ownership, performance of contract of sale, rights of unpaid seller, Remedies for breach of contract Auction sale Law of negotiable instruments – nature of N. I., Promissory notes, BOE, Cheque , Parties of NI.

Unit 3 –

Holder & Holder in due course liability & negotiation, Presentation of N.I., Dishonor of N.I., Discharge from liability, crossing of cheque, Banker & customer, Hundi, Miscellaneous provision. Law of Partnership- nature of Partnership, Registration of firms, kinds of partners, Relationship between partners, relation of partners third parties, Partnership deed, Rights of partners, obligations of partner, Reconstitution of firms, dissolution of firms.

Reference:

Mercantile Law – M. C. Kuchhal

BBA – 1075
Business Economics

Unit 1 –

M.E. – Meaning, Nature, Scope, relationship with other sciences & its Significance, Economics applied to Business Decisions, Theory of firm & industry Demand Analysis – Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand & Demand forecasting.

Unit 2 –

Cost – Average, Marginal & total cost, Basic cost curves, Relation between production & cost, Break Even Analysis – Break Even point, Managerial use of B.E.P. and its limitation. Factors influencing P/V decisions.

Unit 3 –

Price output decisions, classification of markets. Structures and their making features, Pricing under Perfect

Competition and Monopoly. Profit Planning & Management – Types of Profit, some concepts related to profit, factors determining, profit in short & long term Dynamics of surplus, Theory & residual claimant theory of Profit.

Reference:

Managerial Economics – D. N. Dwivedi

Managerial Economics – Varshney & Varshney

BBA- 1076
Computers

Unit 1 –

Introduction – Defining Computers, features, History, Generations, Components, classification of computers, input-output devices, Types of computer memory, introduction to computers, Hardware and Software. Introduction to HTML – Applying Bold, Italic, underline, Strikethrough, overlie, marquee, images, Hyperlinks, Textbooks, Buttons, Checkboxes, Radio Buttons, ordered and Unordered List, Tables, FRAMESET, LEGEND. Operating System – Meaning, functions, dikes operating system bandits commands & elementary idea of the operating system.

Unit 2-

Introduction to Boolean Algebra: AND, OR NOT, NAND gates, Half – Adder, Full – Adder, Karnaugh Maps, Simplification. Introduction to computer network – Concepts of Networking, Advantages, classification of NETWORKS – LAN, MAN, WAN, VWAN, Usenet, Telnet. Concept of Green P.C. Concept of Screen Saver, Ergonomics, Nazis Schiedermann Diagram, Warier – Orr Diagrams, Decision Trees, Decision Tables, HIPO, VROC, IPO, Data Dictionary Menu design, MIS, Anthony's classification, DSS, Software documentation.

Unit 3 –

WINDOWS introduction, utilities, shortcuts, working with word pad, MS Paint, MS Word, MS Excel Internet – What is internet, History, Importance, equipment, needed, www-meaning, procedure for E-mail, Transfer files to Computer

Reference:

Fundamental of Computers – Rajaraman

Computes Today – B. Sandra