

Saurashtra University

RAJKOT

(Accredited Grade A by NAAC)



Faculty of Business Management

Syllabus

For

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

Choice Based Credit System

Effective From

JUNE - 2016

Objective of this Course is to prepare young person for junior executive position in various Commercial, Industrial and Non-Profit Organization.

O. Gen. 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 and Higher Secondary Education Board or an examination recognized as equivalent there to with the attainments of subject/subjects mention in Statute – 150A and will be required to pass all six Semesters End Examination for the Degree of Bachelor of Business Administration.

O. Gen. B.B.A. – 2:

B.B.A. Degree programmer is of three academic years duration consisting of six semesters, which will be required to completed within 6 year from the date of his/her first admission in the First semester.

O. Gen. B.B.A. – 3:

BBA Three year(six semester) Degree programme is a regular fulltime programme and therefore admitted candidate cannot join any other course of study without prior permission of the University.

O. Gen. B.B.A. – 4:

Medium of Instruction & Examination shall be English.

O. Gen. B.B.A. -5:

The Choice Based Credit System (CBCS) Programme of the University is a comprehensive and continuous evaluation programme and minimum attendance as per 0.98 is mandatory for the students. Non-Compliance of these requirements may amount in to rejection of the concerned term(Semester).

O. Gen. B.B.A. – 6:

He/She will have to comply with the requirements of O.182 relating to physical training, athletics, sports, N.C.C. or N.S.S. etc. as the case may be.

O. Gen. B.B.A. -7 :

very candidate admitted in First semester shall have to appear & pass the examination of “Environmental Protection Course” as directed by the Hon. Supreme Court of India & course curriculum shall be the same as prescribed by the U.G.C. Such an examination will be conducted by the concerned college without charging any examination fees and certificate to that effect shall have to be appended with the admission form for the University Second semester end examination.

O. Gen. B.B.A. – 8 :

Every candidate admitted to First semester of any course will have to pass through the Thalassaemia Test & Blood Grouping test.

O. Gen. B.B.A. – 9 :

Admission granted by the affiliated college/institution to any student shall be provisional till the enrolment/registration/enlistment is made by the University & in case admission is granted on the basis of provisional eligibility certificate the conditions & instructions given by the University should be complied within the time limit fixed by the University or latest by the beginning of next semester otherwise, term kept by the such a student will be forfeited and no fees on any account will be refunded.

O. Gen. B.B.A. – 10:

Every affiliated College or Institution shall have to take appropriate measure against Ragging & Gender problems in College/Institution. The word College/Institution includes College building, Sports complex, Hostels and such other components which are within the purview of the College.

In case of occurrence of any such incident the violator shall be dealt with very seriously and appropriate stringent action be taken by the Principal of the College observing principle of natural justice. The Head of College any appoint a committee to inquire in to the matter which will also observe the principle of natural justice. The committee will submit its report to the head of college who may take further necessary action in the matter.

O. Gen. B.B.A. -11 :

All admitting authority (Including the College/University Department/P.G. Centre/Institute or centralized admission committee etc.) will have to strictly observe the provisions of reservation policy of the Govt./U.G.C./Rehabilitation Council of India etc. before admission process is under taken, the authority will ascertain quota & number of seats available for reserved class candidates and allotted to the eligible candidates. The data based information should also be provided to the University only after conclusion of entire process of admission.

O. Gen. B.B.A. -12 :

A candidate of this or any other University recognized by A.I.U. who has passed the examination of F.Y./S.Y. BBA under semester pattern of the Faculty of Business Management or Commerce by obtaining at least 40% Marks or equivalent grade, shall be entitled to be admitted in Semester-III or V (as the case may be) provided subject/s passed by the candidate are same or comparable/convertible with CBCS teaching & examination scheme in force at the time of such admission.

When such admission is granted to a candidate all applicable Ordinances & Regulations shall be applied to such a candidate & his/her result at the degree level University examination will be declared by converting his/her percentage of Marks/Grade which he/she has obtained at the examination of First/Second year as per provisions contained in CBCS introduced by the University.

O. B.B.A. -1 :

Admission to first semester B.B.A. will be granted to an applicant who is eligible to apply as per rules of the University for Admission to First semester B.B.A., strictly in order of merit determined on the basis of percentage of marks which is determined by the

examining authority. Preference will be given to those who have passed the H.S.C. or equivalent examination in the immediate preceding year.

O.B.B.A. – 2:

A candidate at an University Semester End Examination fails to obtain minimum marks for passing in particular course / subject he/she will be required to reappear in that course/subject without keeping term for that semester. The candidate will have to reappear in the semester end examination by paying fresh examination fee along with application form such candidate when he/she obtains minimum or more than minimum marks for passing in the subject / course his/her marks of reappearance will be carry forwarded for determining his/her class/CGPA.

O.B.B.A. – 3 :

Thirty percent marks of internal evaluation shall be within the exclusive pure view of the concerned affiliated College which requires purity, transparency accuracy in the evaluation & assessment of students. Benefits of Re-assessment scheme will not be made available to the students in this regard.

O.B.B.A. – 4 :

To successfully complete a course, candidate will be required to appear in CCA (internal) examination as well as 28 out of 70 marks in SEE (External) examination and should have also obtained 40% of marks in aggregate in each of the course and necessary credits as prescribed in the syllabus.

R.B.B.A. – 1:

The candidate admitted to the First semester to fifth semester B.B.A. will be eligible to appear at the University Semester End Examination provided he/she fulfills all the conditions, mentioned in the, Ordinances, Regulations & Rules of the University.

R.B.B.A. – 2:

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

R.B.B.A. – 3:

Candidate desirous of appearing at the University Semester End Examination must forward their applications in the prescribed form which shall accompanied by a certificate of attendance to the Registrar of the University through the principal of the college on or before the date prescribed for the purpose.

R.B.B.A.-4:

BBA Semester I to VI Course Structure:

BBA Semester-I

Sr. No.	Course Code	Course Category	Course Title	C	IM	EM	Total
1	161100010101	Foundation	Communication Skills and Business Writing	3	30	70	100
2	161100010102	Core	Micro Economics	3	30	70	100
3	161100010103	Elective	Elements of Business Mathematics	3	30	70	100
4	161100010104	Core	Fundamentals of Management	3	30	70	100
5	161100010105	Core	Forms of Business Organization	3	30	70	100
6	161100010106	Elective	Principles & Practice of Accounting	3	30	70	100
7	161100010107	Allied	Environmental Science	3	30	70	100
8	161100010108	Core	Office Automation	2+2*	15-T	35-T 50-P	100
Total				24	225	575	800

* 2 Practical = 1 Credit

BBA Semester-II

Sr. No.	Course Code	Course Category	Course Title	C	IM	EM	Total
1	161100010201	Foundation	Conversational English	3	30	70	100
2	161100010202	Core	Macro Economics	3	30	70	100
3	161100010203	Elective	Advance Techniques of Business Mathematics	3	30	70	100
4	161100010204	Core	Emerging Trends in Contemporary Management	3	30	70	100
5	161100010205	Elective	Business Accounting	3	30	70	100
6	161100010206	Allied	E-Commerce	3	30	70	100
7	161100010207	Core	IT Tools for Business	2+2*	15-T	35-T 50-P	100
8	161100010208	Project	Practical Studies	3	-	100	100
Total				24	195	605	800

* 2 Practical = 1 Credit

BBA Semester - III

Sr. No.	Course Code	Course Category	Course Title	C	IM	EM	Total
1	161100010301	Foundation	Personality Development & Communication Skills	3	30	70	100
2	161100010302	Core	Managerial Economics	3	30	70	100
3	161100010303	Elective	Business Statistics	3	30	70	100
4	161100010304	Core	Entrepreneurship Development	3	30	70	100
5	161100010305	Core	Principles of Marketing	3	30	70	100
6	161100010306	Core	Human Resource Management	3	30	70	100
7	161100010307	Core	Financial Management	3	30	70	100
8	161100010308	Elective	Corporate Accounting	3	30	70	100
Total				24	240	560	800

BBA Semester - IV

Sr. No.	Course Code	Course Category	Course Title	C	IM	EM	Total
1	161100010401	Foundation	Corporate Communication	3	30	70	100
2	161100010402	Core	Economics for Decision Making	3	30	70	100
3	161100010403	Elective	Statistics For Business Decisions	3	30	70	100
4	161100010404	Core	Contemporary Issues in Marketing	3	30	70	100
5	161100010405	Core	Organization Behavior	3	30	70	100
6	161100010406	Core	Corporate Finance	3	30	70	100
7	161100010407	Elective	Advanced Corporate Accounting	3	30	70	100
8	161100010408	Project	Practical Studies	3	-	100	100
Total				24	210	590	800

BBA Semester -V

Sr. No.	Course Code	Course Category	Course Title	C	IM	EM	Total
1	161100010501	Core	Business Environment	3	30	70	100
2	161100010502	Foundation	Business Law	3	30	70	100
3	161100010503	Core	Production & Operation Management	3	30	70	100
4	161100010504	Allied	Direct Taxes	3	30	70	100
5	161100010505	Foundation	Ethics and Corporate Social Responsibility	3	30	70	100
6	161100010506	Core	Cost Accounting	3	30	70	100
			Optional- Any Two of the Following				
7	161100010507	Elective	Marketing Group- Advance Marketing	3	30	70	100
8	161100010508	Elective	Finance Group – Investment Banking and Financial Services	3	30	70	100
9	161100010509	Elective	Human Resource Group- Management of Industrial Relations	3	30	70	100
10	161100010510	Elective	Statistics Group- Fundamentals of Operations Research	3	30	70	100
Total				24	240	560	800

BBA Semester - VI

Sr. No.	Course Code	Course Category	Course Title	C	IM	EM	Total
1	161100010601	Foundation	Business Policy & Strategy	3	30	70	100
2	161100010602	Foundation	Legal Aspects of Business	3	30	70	100
3	161100010603	Core	Tax Planning	3	30	70	100
4	161100010604	Allied	Financial Institutions & Market	3	30	70	100
5	161100010605	Core	Management Accounting	3	30	70	100

6	161100010606	Project	Practical Studies	3	-	100	100
			Optional- Any Two of the Following				
7	161100010607	Elective	Marketing Group- Retail Management & Rural Marketing	3	30	70	100
8	161100010608	Elective	Finance Group- Strategic Corporate Finance	3	30	70	100
9	161100010609	Elective	Human Resource Group- Performance and Compensation Management	3	30	70	100
10	161100010610	Elective	Statistics Group Advanced Operations Research Techniques	3	30	70	100
Total				24	210	590	800

C = Credit, IM = Inter Exam Marks, EM = External Exam Marks

R.B.B.A. -5:

The CBCS is student centric not only in the teaching-learning processes but also in their evaluation process. 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 and examination. The division of marks between the two shall be 30:70 in the CBCS, the evaluation process shall follow the norm that faculty who teaches the course, shall conduct the Comprehensive Continuous Assessment (CCA). The concerned faculty shall be accountable for transparency and reliability of evaluation of the student in the concerned Course.

5.1 The framework for Comprehensive Continuous Assessment:

Although assessment and evaluation process in CBCS is in Continuous mode, for the purpose 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 Continuous Assessment of students will be carried out as per saurashtra university circular issued from time to time.

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

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.

5.3 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 or by the Dean of the Faculty of Business Management shall announce policy for the practical examination in advanced and it shall be made known to the students also in advance. There shall not be internal assessment test for practical/laboratory work.

5.4 Project/Dissertation work:

The project work and the Supervisor shall be assigned to the student by the concerned college well in advance and via examination shall be organized as per norms decided by the University.

R.B.B.A. –6:

Admission to higher Semester:

A candidate duly admitted in semester – I shall be eligible for admission up to semester VI, provided he/she gradually appears in internal (CCA) and external (SEE) components of the examination of Semester II, III, IV & V.

The result of semester VIth will be declared only when he/she have cleared all the courses of semester I to V and obtained minimum credits & percentage of marks in each of the course as prescribed in the syllabus.

R.B.B.A. –7:

Procedure For Awarding The Grades

The computation for the Semester Grade Point Average(SGPA) and cumulative grade point average(CGPA) shall be as follows :

Grading System and conversion Formula

Semester Grade Point Average(SGPA) :

$$\text{➤ SGPA} = \frac{\sum (\text{Credit} * \text{Grade Point})}{\text{Total Credits}}$$

Each Letter Grade has a Corresponding Grade Point assigned as Follows:

Marks out of 100	Grade Points	Grade	Description
090.00 – 100.00	09.00 – 10.00	O+	Outstanding
080.00 – 089.99	08.00 - 08.99	O	Excellent
070.00 – 079.99	07.00 – 07.99	A	Very Good
060.00 – 069.99	06.00 – 06.99	B	Good
050.00 – 059.99	05.00 – 05.99	C	Fair
040.00 – 049.99	04.00 – 04.99	D	Average
030.00 – 039.99	03.00 – 03.99	E	Dropped
020.00 – 029.99	02.00 – 02.99	F	
010.00 – 019.99	01.00 – 01.99	G	
000.00 – 009.99	00.00 – 00.99	H	

- Equivalent percentage based on SGPA
Equivalent Percentage = SGPA * 10
- Cumulative Grade Point Average (CGPA):

For e.g -> Total Number of Semester = 2

$$\text{CGPA} = \frac{\{\text{SGPA}(\text{sem-1})+\text{SGPA}(\text{Sem-2})\}}{\text{(No of Semesters)}}$$

For e.g. -> Total Number of Semesters = 4

$$\text{CGPA} = \frac{\{\text{SGPA}(\text{Sem-1})+\text{SGPA}(\text{Sem-2})+\text{SGPA}(\text{Sem-3})+\text{SGPA}(\text{Sem-4})\}}{\text{(No of Semesters)}}$$

For e. g -> Total Number of Semester = 6

$$\text{CGPA} = \frac{\{\text{SGPA}(\text{Sem-1}) +\text{SGPA}(\text{Sem-2}) +\text{SGPA}(\text{Sem-3}) +\text{SGPA}(\text{Sem-4}) +\text{SGPA}(\text{Sem- 5}) +\text{SGPA}(\text{Sem-6})\}}{\text{(No of Semesters)}}$$

- Equivalent Percentage :
- Equivalent Percentage = CGPA * 10
- Award of Class based on CGPA :

CGPA	Grade	Class
08.99≤CGPA≤10.00	O+	First Class with Distinction
07.99≤CGPA≤08.99	O	
06.99≤CGPA≤07.99	A	
05.99≤CGPA≤06.99	B	First Class
04.99≤CGPA≤05.99	C	Second Class
04.00≤CGPA≤04.99	D	Pass Class
CGPA<04.00	E	Fail

BBA SEMESTER - I

COMMUNICATION SKILLS AND BUSINESS WRITING

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core	161100010101	Communication Skills and Business Writing	3	30	70	3 Hours

COURSE OBJECTIVES

- To hone students' communication skills
- To strengthen students' ability for business writing
- To equip the students with the knowledge various aspects of communication.

COURSE CONTENT

Unit - 1	Communication
	<ol style="list-style-type: none"> 1. Communication Process 2. Verbal communication 3. Non Verbal communication <ol style="list-style-type: none"> a. Body Language (Kinesics) b. Space Language (Proximics) c. Para Language (Paralinguistics) d. Other (Visual, Colour, Time, Touch etc.)
Unit – 2	Report Writing
	<ol style="list-style-type: none"> 1. Different types of reports 2. Lay out of a business report 3. Individual- Committee Report
Unit - 3	Business Writing
	<ol style="list-style-type: none"> 1. Notices and Circulars

	2. Memos 3. Preparing Agenda- Minutes
Unit – 4	Business Writing
	1. Preparing a questionnaire 2. Memorandum of Understanding 3. Preparing Handouts, Leaflets, brochures

REFERENCES

- Business Communication – Pal and Suri, Sultan Chand & Sons, Delhi

SEMESTER END EXAMS

Q.1 One line answer Question (Unit I)	(10)	
Q. 2 (A) Long answer question (Unit I)	(15)	
Q.2 (B) Short notes (2/4) (Unit I)	(15)	
Q.3 Reports (2/4) (Unit II)		(10)
Q.4 Business Writing (Unit III) (1/2)	(10)	
Q.5 Business Writing (Unit IV) (1/2)	(10)	

MICRO ECONOMICS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core	161100010102	Micro economics	3	30	70	3 Hours

COURSE OBJECTIVES

- To provide basic knowledge basic principles, concepts and tools of economics.
- To make enable students for understanding application/working of economic theories, concepts and tools in real market conditions.
- To develop ability of students to apply principles, concepts and tools of economics.
- To develop/enhance ability of student to take accurate decisions on basis of knowledge of principles, concepts and tools of economics.

COURSE CONTENT	
Unit - 1	Definition of Economics:
	Definition of Economics: Meaning, history, definitions (classical, neo classical and scarcity), nature and scope. Concepts of economic activities and non economic activities
Unit – 2	Utility analysis
	Utility analysis:- Utility, total and marginal utility. Law of diminishing marginal utility. Law of equiv.-marginal utility.
Unit - 3	Theories of Demand and Supply
	Theories of Demand and Supply I. Meaning of demand, demand schedule, demand curve, determinants of demand, law of demand, exceptions to law of demand II. Meaning of supply, factors determining supply, law of supply.
Unit – 4	Elasticity of demand
	Elasticity of demand: Meaning of elasticity of demand, its types, factors affecting to price elasticity of demand, practical significance of price elasticity of demand.
Unit – 5	Market structure
	Market structure: Meaning of market, classification, meaning and features of perfect competition, monopoly, oligopoly and monopolistic competition.

REFERENCES
<ul style="list-style-type: none"> Principles of economics –by DM MITHANI Micro economics by HL Ahuja-S.CHAND & COMPANY LTD

ELEMENTS OF BUSINESS MATHEMATICS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core	161100010103	Elements of Business Mathematics	3	30	70	3 Hours

COURSE OBJECTIVES

- To sharpen mathematical abilities in making Business Decision
- Improve logical and reasoning abilities

COURSE CONTENT

Unit - 1	Permutation & Combination	Marks	No. of Lecture
	<ul style="list-style-type: none"> • Permutations (Meaning, formula) • Permutations of different things • Permutations of Similar things • Restricted Permutation • Combinations (Meaning formula) • Combinations of things taken some or all at time • Some Restricted Combinations • Examples 	14	10
Unit – 2	Arithmetic & Geometric & Harmonic Progression		
	<ul style="list-style-type: none"> • Sequence, Series • Arithmetic Progression <ul style="list-style-type: none"> ○ Definition ○ Nth Term, Sum of n terms (With Proof) • Geometric Progression <ul style="list-style-type: none"> ○ Definition ○ Nth Term, Sum of n terms (With Proof) • Harmonic Progression • Relation Between AM GM HM (Two Numbers) • Typical Examples 	14	10
Unit - 3	Binomial Theorem		
	<ul style="list-style-type: none"> • Introduction • Binomial Theorem (Without Proof) • Position of Terms • Characteristics of Binomial theorem • Binomial Coefficient • Examples 	14	08
Unit – 4	Interpolation &Extrapolation		
	<ul style="list-style-type: none"> • Introduction and Uses • Newton's Forward Method • Newton's Backward Method • Binomial Expansion Method • Lagrange's Method • Examples 	14	10
Unit – 5	Mathematical Induction		
	<ul style="list-style-type: none"> • Introductions • Principle of Mathematical Induction • Meaning of Sequence and Series • Sigma Notation $\sum n, \sum n^2, \sum n^3$ (with proof) 	14	07

	• Examples		
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REFERENCES

- Business Mathematics by Sancheti & Kapoor - **Sultan & Chand**
- Fundamental of Mathematics and Statistics by V.K. Kapoor and S.C. Gupta - **Sultan & Chand**
- Numerical Analysis by V. N. Vedmurthi

FUNDAMENTALS OF MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core	161100010104	Fundamentals of Management	3	30	70	3 Hours

COURSE OBJECTIVES

This course contains only introductory aspects of business management. It primarily focuses on meaning, importance, and functions of business management. The course helps students across the disciplines to overview business management. The basic objective is to help the students understand the fundamental concepts and principles of management. The students are required to study only primary aspects of management.

COURSE CONTENT

Unit - 1	Introduction To Business Management
	Concept of Management and Salient Features of Modern Management; Management as an Art and as a Science; Management as a Profession; Universality of Management; Management Process (Functions of Management); Significance of Management; Brief idea of Managerial Role (Views of Mintzberg); Professionalization of Management in India; Skills of Professional Managers; Effective Management: only concept
Unit – 2	Planning
	Concept and Definition of Planning; Conceptual Difference between Planning and Plan; Nature of Planning; Planning Process; Planning Premises: Concept and types; Need and Importance of Planning; Concept and Features of Strategic Planning, Difference between Strategic Planning and Operational Planning; Types or Components of

	Plans (Brief idea relating to objective, policy, rule, procedure, budget, strategy schedule, and project); Effective Plan: Concept and Features; Concept of Forecasting and Decision-making; Relations between Planning, Forecasting and Decision-making.
Unit - 3	Organising
	Concept and Definitions of Organising and Organisation; Organising Process (Creating Organisation Structure); Need of Formal Organisation Structure; Characteristic (or Qualities) of Good Organisation; Brief Idea of Situational Factors Affecting Organisation Structure; Authority, Power, and Responsibility (only concepts); Organisation Chart (Concept, Types and Uses); Elementary Idea (only concept) of Forms of Organisation Structure, including Functional Organisation, Committee Organisation, Project Organisation, Matrix Organisation, Network Organisation, and Virtual Organisation.
Unit – 4	Staffing And Directing
	STAFFING: Concept of Staffing; Functions of Staffing (in brief); Importance of Staffing; Factors Affecting Staffing Decisions; DIRECTING: Concept; Directing Tools (only concept and features of leadership, motivation, communication, and supervision); Importance of Directing; Coordination – Concept and Difference between Directing and Coordination; Methods of Coordination.
Unit – 5	Controlling
	Concept; Relations between Planning and Controlling; Controlling Process; Role/Importance of Controlling; Types of Control; Controlling By Exception – Concept and Benefits; Effective Control System (only principles); Controlling Techniques – Elementary Idea of Some Traditional and Modern Techniques.

REFERENCES

- Ramesh Rudani: *Principles of Management*, McGraw-Hill India Private Limited, New Delhi, India, 2014
- LM Prasad: *Principles and Practice of Management*, Sultan Chand & Sons, New Delhi, India.
- Koontz and Weihrich: *Essentials of Management*, McGraw-Hill, New Delhi, India.

FORMS OF BUSINESS ORGANISATION

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core	161100010105	Fundamentals of Management	3	30	70	3 Hours

COURSE OBJECTIVES

To make the students familiar with the basic concepts in commerce, trade and industry, to expose them to modern business world and to make familiar with different forms of business organizations, their formation and management.

COURSE CONTENT

Unit - 1	
	<ul style="list-style-type: none"> NATURE AND SCOPE: Meaning, scope and evolution of commerce & industry, -Industrial Revolution- its effects on Business and Economy HUMAN OCCUPATION: Meaning, features, objectives and scope of Business, Profession, Employment and Vocation, Various forms of Business Organization: Sole proprietorship, Partnership, Joint Stock Company, Co-operative society, Public Enterprise, Non-profit organization.
Unit – 2	
	<ul style="list-style-type: none"> SOLE PROPRIETORSHIP: Meaning, characteristics, formation, merits and demerits. PARTNERSHIP: Meaning, characteristics, formation, merits and demerits. Types of Partnership firm. Limited Liability Partnership, Conversion of Partnership in to Joint Stock Company.
Unit - 3	
	<ul style="list-style-type: none"> JOINT STOCK COMPANY: Meaning, characteristics, formation, merits and demerits, Types of company, Concept of One Person Company. CO-OPERATIVE SOCIETY: Meaning, characteristics, formation, merits and demerits. Federal Co-operative Society
Unit – 4	
	<ul style="list-style-type: none"> PUBLIC ENTERPRISE: Meaning, characteristics, formation, merits and demerits. Role of Public Enterprise in infrastructure development. NON-PROFIT ORGANISATION: Meaning, characteristics, formation, merits and demerits. Role of Non-profit organization development of society.

Unit – 5	
	<ul style="list-style-type: none"> • BUSNISS COMBINATION: Meaning, Causes and Types of business combinations • Brief study of following forms of combinations: Pools- Cartels- Holding Company -Merger and amalgamations • Special Economic Zone: Meaning, Characteristics, Objectives, Merits and Demerits.

REFERENCES	
	<ul style="list-style-type: none"> • Fundamentals of Business Organisation By Y. K. Bhushan, Sultan Chand and Sons. • Modern Business Organisation and Management. By S. A. Sharlekar • Industrial Organization Management: By S.A. Sherlekar, Patil, Paranjpe, Chitale • Business Organization and Management: By Jallo, Tata McGrawHill • Industrial Organization and Management: By Dr. C. B. Gupta • Business Organization and Management: By Dr. C. B. Gupta

PRINCIPLES AND PRACTICE OF ACCOUNTING

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core	161100010106	Principles & Practice of Accounting	3	30	70	3 Hours

COURSE OBJECTIVES
To develop conceptual understanding of the basic accounting system through book-keeping mechanism and to impart skills for preparation of financial statements.

COURSE CONTENT
Marks: 80 % Examples and 20 % Theory.
Unit - 1

	<ul style="list-style-type: none"> • Definition, Nature, Scope and Objectives of Accounting. • Terms used in financial accounting, Relationship of accounting with economics and statistics, Role of Accountant. • Generally Accepted Accounting Principles, Accounting as a Measurement discipline, • Business Transactions – Meaning and Classification, Classification of Account, Rules of Debit and Credit, Accounting equation.
Unit – 2	
	<ul style="list-style-type: none"> • Journal, Ledger, Posting and balancing of ledger accounts. • Preparation of Trial Balance
Unit - 3	
	<ul style="list-style-type: none"> • Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, • Cash Book and Petty Cash Books
Unit – 4	
	<ul style="list-style-type: none"> • Transactions in respect of Bills of Exchange • Bank Transactions and Preparation of Bank Reconciliation Statement
Unit – 5	
	<ul style="list-style-type: none"> • Preparation of Final Accounts: Trading Account, Profit & Loss Account and Balance Sheet. Closing entries, Adjustments entries (Sole Proprietorship only). • Accounting Errors – Types of Errors, Rectification of Errors, and Effects of Errors on Final Accounts.

REFERENCES

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

ENVIRONMENTAL SCIENCE

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core	161100010107	Environmental Science	3	30	70	3 Hours

COURSE OBJECTIVES

To create awareness among the students regarding environmental situation, Legislations and International treaties and motivate to contribution for creating awareness in the Society.

COURSE CONTENT

Unit - 1	
	<ul style="list-style-type: none"> • Environment: Definition and Components of Environment: Lithosphere Hydrosphere Atmosphere, Biosphere. Biogeochemical cycles - Carbon, Nitrogen and Hydrological Cycle. Concept of Ecology and Ecosystem • Environment Science: Definition, Principles and Scope; Human-Environment relationship; Causes of environment destruction; Environmental ethics; Environment awareness programmes.
Unit - 2	
	<ul style="list-style-type: none"> • Natural Resources and Wealth: Meaning and Types of Resources, Exploitation of Resources, Use of Technology and its Impact on Natural Environment: • Wealth: Meaning, Distinction between Wealth and Resources, Optimum Conversion of Resources into wealth. Anthropogenic Waste, Man-made Industrial waste.
Unit - 3	
	<ul style="list-style-type: none"> • Environmental Degradation: Meaning and Causes, Degradation of Urban Land, Forest and Agricultural Land due to natural causes and human interference: Global Warming, Problems of non degradable Waste - Electronic Devices, Plastic and Manmade fibers. • Environmental Management: Meaning, Development and Environmental Linkages, Environmental concerns in India. The need for sustainable development,
Unit - 4	
	<ul style="list-style-type: none"> • Disaster Management: Meaning, Need and Planning with reference to Flood, Storms, Tsunami, Cyclones and Earthquakes in

	India. <ul style="list-style-type: none"> • Environmental Protection: National environmental policy, Environmental Legislations, International Conventions and Agreements, GATT/WTO and environment, State Pollution Control Board, Role of NGOs.
Unit – 5	
	<ul style="list-style-type: none"> • Environmental Assessment: Environmental Impact Assessment (EIA), Environmental Auditing, Environmental Legislation in India, • Environmental Management System : ISO – 14000, Environment Audit, Eco-Friendly products (Ecomark), Green Industry, Carbon Credit.

REFERENCES

- Environmental Management: By N K Oberoi, ExcellBooks.Delhi
- Environmental Management: By G N Pandey, Vikas Publishing House.
- Text Book of Environment: By K M Agraval, MacMillan.
- Environmental Impact Assessment: By L W Canter, MacGraw Hill, New Delhi
- Environmental Priorities in India.: By Khoshoo, Environmental Society, New Delhi
- Environmental Economics: By Karpagam M, Sterling Publishing, New Delhi

OFFICE AUTOMATION

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core	161100010108	Office automation	2+2*	15-T	35-T 50-P	3 Hours

* 2 Practical = 1 Credit

COURSE OBJECTIVES

The objective of the course is to make students aware about basics of computers, peripheral devices, internet environment, word processing, spread sheets and presentation

COURSE CONTENT

Unit No. 1 to 3 -> Theory of 50 Marks and Unit No. 4 -> Practical of 50 Marks

Unit - 1	Computer Basics	No. of Lecture
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	<p>Definition of computer, Block Diagram Of Computer, Characteristics of computer, Generations of computer, Analog computer, Digital computer (Mini, Micro, Mainframe, Super), Hybrid computer</p> <ul style="list-style-type: none"> • Types of Memory: RAM, ROM, PROM, EPROM, EEPROM • Storage Devices: Floppy Disk, Hard Disk, CD, DVD, Pen drive 	15
Unit – 2	Input and Output Devices	
	<ul style="list-style-type: none"> • Input Devices: Key board, Mouse, Scanner, MICR, Micro Phone, Barcode Reader, Touch Screen • Output Devices <ul style="list-style-type: none"> - Visual Display Unit: CRT, LCD - Printers: Impact(Daisy Wheel, Dot Matrix Printer), Non Impact (Drum, Ink-Jet, Laser) 	15
Unit - 3	Internet Basic	
	<ul style="list-style-type: none"> • Internet Concept • Internet Services: E – Mail, Chatting, Conferencing ,Internet Telephony • Internet Connection Methods: Dial Up Connection, Leased Line Connection • Addressing: IP Addressing , DNS • Overview: FTP, WWW, Web, Browser 	15
Unit – 4	Practical	
	<ul style="list-style-type: none"> • MS-Word Editing, Font formatting, Paragraph formatting, Page setups and printing document, Mail-merge • Ms-Excel Preparing worksheet, Formatting cell, Page setup, building formulas, library functions (sum(), average(), count(), left(), right(), mid(),if(), or(), and(), not(), date(), now(), time(), fv(), pv(), pmt(), ipmt(), irr(), yield(), rate()) • MS- Powerpoint Preparing interactive presentation Viewing and navigating presentation 	60

Credit:
<ul style="list-style-type: none"> • 1 lecture = 1 hour = 1 credit and 2 practical = 2 hours = 1 credit • Theory 2 Hours/week = 2 credits and additional practical 4 hours/week = 2 credits. Total credit is 4.
Examination:
<ul style="list-style-type: none"> • Theory Examination – Total marks 50 (35 marks of university examination and 15 marks of internal). University examination: 2 Hours • Practical Examination – Total Marks 50 (No Internal Marks).University Examination: 2 Hours
Passing Standard:

- Student must obtain minimum 40% marks in theory and practical both
 - Theory: Minimum 40% (minimum 14 marks in University examination and minimum 6 marks in internal)
 - Practical: Minimum 40% (Minimum 20 marks in University examination)

REFERENCES

- Computer Fundamentals and Information Technology – By Bharat & Co.
- Computer Fundamentals – BPB Publications - By P.K.Sinha