

BBA SEMESTER - II

CONVERSATIONAL ENGLISH

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.	II	Core	161100010201	Conversational English	3	30	70	3 Hours

Teaching Hours

45 Hours per semester

COURSE OBJECTIVES

- To hone students communicative skills.
- To drill students in conversational English.
- To strengthen students' ability to use English for day to day purposes.

COURSE CONTENT

Unit - 1	Introduction
	<ul style="list-style-type: none"> • Meeting people, Exchanging Greetings and Taking Leave • Introducing yourself • Introducing people to others • Giving personal information • Talking about people, Animals, Places
Unit - 2	Talking and describing about
	<ul style="list-style-type: none"> • Future Events • Likes and dislikes • Expressing Hopes, wishes/ concerns • Expressing Sympathy/ Condolences • Invitation/Permission • Apology/Requests/Congratulating
Unit - 3	Tele-manners
	<ul style="list-style-type: none"> • Asking for someone • Dealing with wrong numbers • Taking and Leaving Messages • Making Inquiries

	<ul style="list-style-type: none"> • Calling for Help in an Emergency
Unit – 4	Situational Dialogues at various places like...
	<ul style="list-style-type: none"> • At the Bank • At the Railway Station/Airport • At an Office • At a hotel • At the Library
Unit – 5	Vocabulary from Annexure
	<p><i>Annexure (Idioms and Phrases)</i></p> <p>Back out, Bear with, Blow over, Blow up, Break in, Break out, Call in, Call on, Call upon, Cary away, Carry on, Cast aside, come across, Cast away, Cast aside, Cast down, Drop in, Drop off, Drop out, Fall back, Fall in, fall in with, Fall off, Fall out, Fall through, Fall to, Fall under, Get about, get along, Get at, Get on, Get on with, get into, Get through, Go out, Go off, hang about, Hang back. Hang upon, Hold back, Keep away, Keep on, Keep up, Knock down, knock up, Lay in, look for Look forward to, look into, make over, Play upon, put off, Put up with, Run off, stand by, Stand for, See to, Set aside, Set out, Set up, Speak out, Take to, Apple of one' eye, Bell the cat, Black sheep, Bolt from the Blue, Bone of contention, Bread and butter, Burn one's own finger, Burning question, By hook or by crook, By leaps and bounds, Castles in the air, Chicken hearted, Child's play, Close-fisted man, Close shave, Cock- and- bull story, Crocodile tears, Cry over spilt milk, An eye for an eye, Far and near, To fish in troubled waters, A fish out of water, From hand to mouth, Give-and- take, God Samaritan, To have a finger in every pie, To have one's hands full, head over ears, herculean task, Hobson's choice, To hold one's tongue, hue and cry, In one's good book, in one's true colours, in the air, in face of, in the long run, In the nick of time, Ins and outs, Jack of all trades, To keep a straight face, To keep once head over water, To kick up a row, The last straw, A laughing Stock, A leap in the dark, To leave in the lurch, To let the cat out of the bag, A lion's share, A maiden speech, To make hay while the sun shines To make up one's mind, A man of letters, Nip in the bud, Now and then, Olive branch, On the horns of a dilemma, Once in a blue moon, To be out of order, Out of the frying pan into the fire, To pick a quarrel with, To pocket an insult, To pull oneself together, To pull the strings, To put one's best foot forward, Without rhyme or reason, A scapegoat, To see eye to eye with, To show off, To smell a rat, To stand in good stead, To stick to the point, To take advantage of, To take in hand, To take stock of, To throw cold water on, A turning point, Up to the mark, To wash one' s dirty linen in public, A white lie, With open arms</p>

REFERENCES

- Spoken English: A Foundation Course by KamleshSadanand and SusheelaPunitha (Part I and Part II)
- Telephoning in English Third Edition by B. Jean NateropeAbd Rod Revell

SEMESTER END EXAMS (50 marks)

1. Objective type questions	10 Marks
2. Conversation Unit I (1/2)	12 Marks
3. Conversation Unit II (1/2)	12 Marks
4. Conversation Unit III (1/2)	12 Marks
5. Conversation Unit IV (1/2)	12 Marks
6. Use in sentence (Unit V)	12 Marks

MACRO 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.	II	Core	1611000102 02	Macro Economics	3	30	70	3 Hours

COURSE OBJECTIVES

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

COURSE CONTENT

Unit - 1	Demographic issues
	Demographic issues: relationship between size of population and economic development, concepts of birth rate, death rate, life expectancy at birth and density of population. Recent demographic trends in India, causes of large size of population, its effects on economic development and current population policy

Unit – 2	Inflation
	Inflation: definition-inflation and deflation, types, causes, effects and measures to regulate inflation. Concept of price index-meaning and types
Unit - 3	National income
	National income: concepts of national income-GDP,GNP &NNP, PERSONAL INCOME,PERSONAL DISPOSABLE INCOME,,MONEY AND REAL INCMOE. Recent trends of national income, inequalities of income-causes, effects and remedies.
Unit – 4	Commercial banking
	Commercial banking: history, definition, types, functions of commercial bank,
Unit – 5	International trade
	International trade: what is a trade? Distinction between internal and international trade, Balance of trade and balance of payment, Concepts of Devaluation, Dumping, Exchange rate, Tariff and Quotas.

REFERENCES

- Macro Business Environment: Suman K. Chakraborty- Himalaya publication house
- Indian economy: VK Puri& SK Misra - Himalaya publication house
- Principles Of Economics-DmMithani-

ADVANCE TECHNIQUES 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
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B.B.A.	II	Core	1611000102 03	Advance techniques of Business Mathemati cs	3	30	70	3 Hours
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Note : Total Lectures 45 in Each semester.

COURSE OBJECTIVES

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

COURSE CONTENT

Unit - 1	Determinants	Marks	No. of lecture
	<ul style="list-style-type: none"> • Definition • Order $2 \times 2, 3 \times 3$ • Cramer's rule (two, three variables) • Properties of determinant • Examples 	14	8
Unit - 2	Matrices		
	<ul style="list-style-type: none"> • Definition • Types of Matrices • Matrix Operation <ol style="list-style-type: none"> 1. Addition , Subtraction 2. Product and their properties • Transpose of Matrix • Adjoint of Matrix , Inverse of Matrix • Solution of Simultaneous linear equation using inverse matrix • Examples 	14	10
Unit - 3	Limits		
	<ul style="list-style-type: none"> • Introduction, meaning of $x \rightarrow a, x \rightarrow \infty, x \rightarrow 0$ • Limit of a Function, (Definition) • Rules of limits • Standard limits • $\lim_{x \rightarrow a} \frac{x^n - a^n}{x - a} = n \cdot a^{n-1}$ • $\lim_{n \rightarrow \infty} (1 + 1/n)^n = e$ • $\lim_{h \rightarrow 0} \frac{a^h - 1}{h} = \log a$ • $\lim_{h \rightarrow 0} \frac{e^h - 1}{h} = 1$ • (Without Proof) • Examples 	14	10

Unit – 4	Derivatives		
	<ul style="list-style-type: none"> • Meaning • Standard Derivative <ul style="list-style-type: none"> ○ X^n, a^x, e^x, $\log x$ • Rules for Derivative (Addition, Multiplication , Division, Chain Rule) Without Proof • Derivative of Implicit Function • Examples 	14	10
Unit – 5	Mathematics Of Finance		
	<ul style="list-style-type: none"> • Introduction • Simple Interest, Compound Interest • Effective Rate of Interest • Present Value of Money under compound interest • Annuity & Sinking Fund • Examples 	14	7

REFERENCES

- Business mathematics by sancheti& Kapoor – Sultan & Chand
- Fundamental of mathematics and statistics by v.k.kapoor&s.c.gupta – Sultan & Chand
- Numerical analysis by v.n.vedmurthi

EMERGING TRENDS IN CONTEMPORARY 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.	II	Core	161100010204	Emerging trends in contemporary	3	30	70	3 Hours

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COURSE OBJECTIVES

This course presents some issues relating to contemporary business management theory and practices. It primarily focuses on historical development of management as well some issues relevant to modern management. The objective is to help the students glimpse some key issues relevant to modern management practices across the globe.

COURSE CONTENT

Unit - 1	Schools Of Management Thoughts And Modern Management
	Elementary Idea of Main Schools of Management Thoughts and Their Managerial Implications, including Scientific Management School; Administrative Management; Neoclassical Schools of Management; System School of Management; Contingency Schools of Management
Unit – 2	Managing Employee Motivation And Morale
	Employee Motivation: Concept of Motivation and Features; Types of Financial and Non-Financial Motives; Job Enrichment: Concept and Techniques; Work Life Balance: Concept, Positive Effects, and Managerial Actions, Difference between Quality of Work Life and Work Life Balance; Job Satisfaction: Concept and Factors; Employee Empowerment: Concept, ways and Means, and Benefits; Employee Morale: Concept, importance of high morale, and morale building efforts
Unit - 3	Management Of Change
	Concept and Nature; Planned Change Process; Resistance to Change: Causes and Remedies; Change Agent: Internal and External Change Agent, Emerging Role of Change Agents; Organisation Development(OD): Concept, Tools, and Importance
Unit – 4	Some Issues In Managing Employees
	Creativity and Innovation: Concept of Creativity and Innovation, Promoting Innovation and Creativity; MIS: Concept, Process and Significance; Management By Exception: Concept, Process and Merits-Demerits; TQM: Concept, Scope and Significance:
Unit – 5	The Study Of The Corporate Stories
	This unit will include brief study of some aspects of four global corporate houses. The list of four companies must include three corporate houses of Indian origin, and one corporate house of foreign origin. The list may be revised after every three-year time duration (1) Google Inc – Corporate Culture (2) Tata Iron and Steel Company (TISCO) – Employee welfare and Services (3) Taj Hotels and Palace – the Critical Event of Terrorist Attract, 2011 (4) Reliance Industries – The Devastating Storm and Construction of Greenfield

	Refinery
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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.
- David Fred R: Strategic Management, Prentice Hall, New Delhi.
- Internet sources: Companies' official websites, Wikipedia, and other Internet sources.

BUSINESS 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.	II	Core	161100010205	Business 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.

Marks :80 % Examples and 20 % Theory.

COURSE CONTENT

Unit - 1	
	<ul style="list-style-type: none"> • Accounting Standards: Definition, Objectives, Benefits, Accounting Standards Board of India, Preparation of Accounting Standard, Setting the Accounting Standards in India by Institute of Chartered Accountant of India (Introduction only) • Introduction of the following Accounting Standards with simple illustrations: <ul style="list-style-type: none"> AS 1 : Disclosure of accounting policies, AS 6 : Depreciation accounting, AS 9 : Revenue recognition, AS 10: Accounting for fixed assets.

Unit – 2	
	<ul style="list-style-type: none"> • Depreciation Accounting: Concept and Methods of depreciation, Revenue and Capital expenditure. (Practical problems based on Straight Line Method and Reducing Balance Method only). • 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	
	<ul style="list-style-type: none"> • 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. • Accounts of Professional firms: Methods of Accounting, Preparation of final accounts.
Unit – 4	
	<ul style="list-style-type: none"> • Accounts from incomplete Records: Single entry- definition, features and limitations, Statement of affairs, Preparing Trading and Profit & Loss account and Balance Sheet from incomplete records. • Insurance claims: Claims for loss of stock and loss of profit.
Unit – 5	
	<ul style="list-style-type: none"> • Accounts of Partnership: Nature of Partnership accounts, Fixed and fluctuating capital, Interest on drawings, Interest on capital, • Preparation of final accounts of the partnership firm with adjustments, Distribution of profits among the partners.

REFERENCES

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

E - COMMERCE

Name of Course	Semester	Core/Elective/Allied/Practical/P	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time
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		Project						Duration
B.B.A.	II	Core	1611000102 06	E - Commerce	3	30	70	3 Hours

COURSE OBJECTIVES

To provide basic knowledge of Ecommerce.

COURSE CONTENT

Unit - 1	Introduction to E – Commerce
	<ul style="list-style-type: none"> • Introduction/Concept and Meaning, History and Development (Evolution) • Difference between traditional commerce and e-commerce • Advantages and Limitations • E – Commerce – Indian Scenario/E – commerce in India
Unit – 2	Types of E-commerce and Electronic Data Inter-change (EDI)
	<p>Introduction to the following types:</p> <ul style="list-style-type: none"> • B2C, B2B, C2B, C2C, B2G and G2C • Electronic Data Inter-change (EDI) – Concept, Meaning & Definition, Features and Benefits.
Unit - 3	E – Payments and Security
	<p>A brief overview of the following:</p> <ul style="list-style-type: none"> • Credit card • Debit card • Smart Card (Electronic Credit Card) • EFT • E – wallet, e-check and e-cash • Payment Gateway <p>Security in cyberspace – Kinds of threats and crimes, Credit Card Frauds and Internet security using VPN and firewalls.</p>
Unit – 4	Technology in E – Commerce and E – Marketing
	<ul style="list-style-type: none"> • Networking – Concept, Meaning and Features • Classification of Networks: LAN, WAN, Internet, Intranet and Extranet. (Concept, Meaning and Benefits) • Virtual Private Networks (VPNs) – Overview • Introduction and meaning of E – marketing • Challenges of traditional marketing • Various methods/techniques of e – marketing
Unit – 5	Recent Trends in E – Commerce
	<ul style="list-style-type: none"> • M – commerce – Introduction, growth and future, advantages and limitations • Introduction and management of e – enterprises • Ethical issues in e-commerce

REFERENCES

- E – Commerce and E – Business by Dr. C.S. Rayudu, Himalaya Publishing House
- Introduction to Banking by VijayarangavanIyengar, Excel Books

IT TOOLS FOR BUSINESS

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.	II	Core	161100010207	IT tools for Business	2+2*	15-T	35-T 50-P	3 Hours

* 2 Practical = 1 Credit

COURSE OBJECTIVES

The objective of the course is to learn how records can be maintained, use of historical data for future, find some patterns from historical data and analyze the data for project work.

COURSE CONTENT

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

Unit - 1	Database and its Objects	Lectures
	<ul style="list-style-type: none"> • Introduction Access Database and its Objects including Table, Query, Form, Reports, Macros and Modules, Page • Creating Database • Working with data including insert, modify and delete records • Navigating Database including records, find and replace • Access data types • Object naming rules 	15
Unit – 2	Tables	
	<ul style="list-style-type: none"> • Creating tables through wizard and design view, datasheet view • Understanding field properties: field size, input mask, format, indexed, 	15

	Required, Allow zero length, Validation rule , Validation text, Caption, Default value <ul style="list-style-type: none"> • Primary keys, foreign key, composite key and candidate key • Defining relationship and setting up the referential integrity (Cascade update and Cascade Delete) • Importing Exporting and Linking objects with another application. 	
Unit - 3	Queries and Forms	
	Query: Understanding and creating different queries including select, Action (append, delete, update, make-table), using wizard (cross-tab query, find duplicate query), Parameter query, Implementation of calculations and functions in queries Form: Understanding types forms and its properties	15
Unit – 4	Practical	
	Practical Exercise of Unit 1 to Unit 3	60

REFERENCES

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PRACTICAL STUDIES

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.	II	Project	161100010208	Practical Studies	3	-	100	-

* 2 Practical = 1 Credit

COURSE 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.

- Manufacturing Unit
- Non-manufacturing Unit (Trading Unit)
- Service sector (Bank, Insurance, Financial institution, Infrastructure unit etc.)
- Non-profit organization (Educational institution, Charitable institution etc.)

3. Nature of visit:

The visit will include the following aspects:

- Form of organization
- Year of establishment and brief history
- Promoters and existing managing group.
- Installed and utilized capacity.
- Industrial relations
- Total employees: Executives, Officers, Skilled, Semi skilled and unskilled employees.
- Contribution of the unit to the industry.
- Products of the company
- Manufacturing process of their products.
- 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.
- Marketing:
Channel of distribution, Distributors, Dealers etc.
Promotion activities: Advertising, Sales promotion etc.
Distribution

NOTE

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