

B.B.A. Revised Papers

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BBA- I Semester

BBA-N101

Business Organisation

Unit I	Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation . Modern Business, Business & Profession.
Unit II	Business Unit, Establishing a new business unit. Meaning of Promotion. Features for business, Plant location, Plant Layout & size of business unit.
Unit III	Forms of Business Organisation. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.
Unit IV	Business Combination Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions.
Unit V	Business Finance: Financial need of Business methods & sources of finance. Security Market, Money Market, Study of Stock Exchange & SEBI.

Suggested Books:

- 1.Chottorjee S.K. Business Organisation
- 2.Jagdish Prakash Business Organistaton and Management
- 3.Om Prakash Business Organisation
- 4.Sherlekar S.A. Business Organisation and Management
- 5.Singh & Chhabra Business Organisation

BBA- I Semester

BBA N 102

Business Mathematics

Unit I	Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business Mathematical Induction.
Unit II	Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the adjoint matrix methods & Gaussian Elimination Method.
Unit III	Percentage, Ratio and Proportion, Average, Mathematical Series-Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.
Unit IV	Set theory- Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business, Permutation & Combination.
Unit V	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems. Etc)

Suggested Books:

1.Mehta & Madnani	Mathematics for Economics
2.Mongia	Mathematics for Economics
3.Zamiruddin	Business Mathematics
4.Raghavachari	Mathematics for Management

BBA- I Semester

BBA N 103

Principles of Economics

Unit I	Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics in Business Management, Utility analysis, Marginal Theory of utilities and Equi-Marginal theory of utility.
Unit II	Meaning of demand. Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve and Nature of Curves, Laws of Demand Elasticity of Demand Types & Measurement, Indifference curves analysis Consumer Equilibrium & Consumer Surplus. Price, Income and substitution effect.
Unit III	Production-Meaning and Analysis Production function. Laws of production, Laws of increasing returns & Laws of constant returns. Equal product curves and Producer equilibrium.
Unit IV	Market analysis-Nature of market, Types of markets and their characteristics Pricing under different market structures- Perfect Monopoly, oligopoly and Monopolistic completion. Price discrimination under monopoly competition.
Unit V	Theories of factor pricing, factor pricing v/s product pricing. Theories of rent theories of interest theories of wages theories of profit, Concept of profit maximization

Suggested Books:

1.Adhjkari M	Management Economics
2.Gupta G.S.	Managerial Economics
3.Lal S.M.	Principles of Economics
4.Vaish & Sunderm	Principles of Economics

BBA- I Semester

BBA N 104

Book Keeping and Basic Accounting

Unit I	Meaning of book keeping. Process of book keeping and accounting, Basic terminology of accounting, subsidiary books of accounts, Difference between accounting & book keeping. Importance & Limitations of Accounting, Various users of Accounting Information, Accounting Principles, conventions & Concepts.
Unit II	Accounting Equation, Dual Aspect of Accounting Types of accounting Rules of debit & Credit, Preparation of Journal and Cash book including banking transaction, Ledger and Trial balance.
Unit III	Rectification of errors preparation of bank reconciliation Statement, Bills of Exchange And promissory notes.
Unit IV	Valuation of stocks, Accounting treatment of depreciation. Reserve and provision, Preparation of final accounts along with adjustment entries.
Unit V	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption preference shares and debentures.

Suggested Books:

1.Agarwal B.D.	Advanced Accounting
2.Chawla & Jain	Financial Accounting
3.Chakrawarti K.S.	Advanced Accounts.
4.Gupta R.L. & Radhaswamy	Fundamentals of Accounting
5.Jain & Narang	Advanced Accounts
6.Shukla & Grewal	Advanced Accounts

BBA- I Semester

BBA N 105

Business Laws

Unit I	Indian Contract Act: Definition and essentials, Contracts agreements, Offer & Acceptance Consideration, Capacity of parties Free Consent, Performance of Contracts, Terminal of Contract, Consequence and Remedies of Contract terminal.
Unit II	Contingent contract, Implied, Quasi contract, Indemnity Contract, Guarantee contract, Bailment, Lien, Pledge contract, Agency contract.
Unit III	Sales of Goods Act: Sale contract-Definition, Features, Formation of Contract Contents of sale contract-Goods, Price, Condition and Warranty, Ownership of goods and transfer, Performance of sale contract, Delivery, Rights of unpaid sellers, Auction Sale.
Unit IV	Indian Partnership Act: Definition and Nature of Partnership, Partnership deed Mutual and Third parties relation of Partners, Registration of Partnership Dissolution of Partnership.
Unit V	Definition Features Types Recognition And Endorsement of Negotiable Instruments.

Suggested Books:

1.Dhanda PMV	Commercial and Industrial Laws
2.Kapoor D	Elements of Mercantile law(including Companing Law Industrial Law)
3.Gulshan S and Kapoor	Lectures on Business & Economics Laws
4.Kuchall	Business Laws
5.Mandal C.	Economics and other Legislations

BBA- I Semester

BBA N 106

Fundamentals of Management

Unit I	Introduction Concepts, Objectives, Nature Scope and significance of management Evolution of management thought-Contribution Taylor, Weber and Fayol management.
Unit II	Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.
Unit III	Organizing: Concept, Objectives, Nature of organizing, Types of Organization, Delegation of authority, Authority and responsibilities, Centralization and Decentralization Span of Control.
Unit IV	Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Meaning. Importance, Styles, Supervision, Motivation Communication.
Unit V	Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.

Suggested Books:

- 1.Pagare Dinkar Principles of Management
- 2.Prasad B M L Principles and Practice of Management
- 3.Satya Narayan and Raw VSP Principles and Practice of Management
- 4.Srivastava and Chunawalla Management Principles and Practice

BBA- I Semester

BBA N 107

Business Ethics

Unit I	Business Ethics- An overview-Concept, nature, evolving ethical values, Arguments against business Ethics.
Unit II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance.
Unit III	Relationship between Ethics & Corporate Excellence- Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.
Unit IV	Gandhian Philosophy of Wealth Management-Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins.
Unit V	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.

Suggested Books:

1. Koltar, Philip Marketing Management
2. Stanton, Etzel Walker, Fundamentals of Marketing
3. Saxena Rajan Marketing Management
4. McCarthy, FJ Basic Marketing

BBA- II Semester

BBA N 201

Business Environment

Unit I	Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business.
Unit II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector
Unit III	Industrial Policy –Its historical perspective(In brief);Socio-economic implications of Liberalisation, Privatisation, Globalisation.
Unit IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA
Unit V	Overview of International Business Environment, Trends in World Trade : WTO- Objectives and role in international trade.

Suggested Readings:

- 1.Francis Cherunilum Business Environment
- 2.K.Aswathapa Business Environment

BBA- II Semester

BBA N 202

Business Communication

Unit I	Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication
Unit II	Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations
Unit III	Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies.
Unit IV	Oral & Non-verbal communication: Principles of Oral Presentation Factors affecting Presentation, effective Presentation skills, conducting Surveys. Body Language, Para Language, Effective Listening, Interviewing skill, Writing resume and Letter or application
Unit V	Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations.

Suggested Books:

1.Bapat & Davar	A Text book of Business Correspondence
2.Bhende D.S.	Business Communication
3.David Berio	The Process of Communication
4.Gowd & Dixit	Advance Commercial Correspondence
5.Gurky J.M.	A reader in human communication

BBA- II Semester

BBA N 203

Indian Economy

Unit I	Meaning of Economy, Economic growth & development, characteristics of India Economy, Concepts of Human development, Factors affecting economic development.
Unit II	An overview of Economic Resources of India, Human Resources of India: Concept of Population Explosion, Interrelation of Population and economic development, Population policy of India, Problem of Unemployment in India.
Unit III	Economic planning in India; Planning commission, Critical evaluation of current Five Year Plan.
Unit IV	Problems and prospects of Indian Agriculture, agriculture development during plan period. Position, Problems and Prospects of Large Scale Industries. (Iron, Steel, Sugar, Cotton, Textile)
Unit V	Service and Entrepreneurial Sector, role of Commercial Bank and Financial Institutions, Role of Small Scale Industries in Indian Economy.

Suggested Readings:

- 1.Kenes J.M. General Theory of Employment, Interest and Money
- 2.Brooman Macro Economics
- 3.Seth, M..L. Monetary Theory
- 4.Vaish, M.C. Monetary Theory
- 5.Singh, S.P. Macro Economics

BBA- II Semester

BBA N 204

Principles of Accounting

Unit I	Accounting standards in India, Concept of GAAP (Generally Accepted Accounting Principles) International Accounting Standards, Accounting for Price level changes.
Unit II	Accounting of Non-trading Institutions, Joint Venture and Consignment.
Unit III	Accounts of banking companies and General Insurance companies, Department and Branch account.
Unit IV	Accounts related to Hire Purchase and Instalment payment transactions, Royalty Accounts
Unit V	Partnership Accounts: Final Account, Reconstitution of Partnership firms- admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner).

Suggested Readings:

1. Agarwal, B.D.	Advanced Accounting
2. Chawla & Jain	Financial Accounting
3. Chakrawarti, K.S.	Advanced Accounts
4. Shukla, M.B.	Financial Analysis and Business Forecasting
5. Jain & Naranag	Advanced Accounts

BBA- II Semester

BBA N 205

Organisation Behaviour

Unit I	Introduction, nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.
Unit II	Individual Behavior – Individual behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.
Unit III	Behavior Dynamics : Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organisations..
Unit IV	Group Behavior : Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.
Unit V	Management of Change : Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisational Quality of work life, Recent advances in OB.

Suggested Readings:

1.Bennis, W.G.	Organisation Development
2.Breech Islwar	Oragnation-the frame-Work of Management
3.Dayal, Keith	Organisational Development
4.Sharma, R.A.	Organisational Theory and Behavior
5.Prasad, L.M.	Organisational Behavior

BBA- II Semester

BBA N 206

Business Statistics

Unit I	Statistics: Concept, significance & Limitation Type of Data, Classification & Tabulation, Frequency Distribution & graphical representation.
Unit II	Measures of Central Tendency (Mean, Medium, Mode) Measures of Variation: Significance & Prosperities of a good measure of variation: Range, Quartile Deviation, Mean Deviation and Standard Deviation, Measures of Skewness & Kurtosis.
Unit III	Correlation : Significance of Correlation, Types of correlation, Simple correlation, Scatter Diagram method, Karl Pearson Coefficient of Correlation. Regression : Introduction, Regression lines, and Regression Equation & Regression coefficient.
Unit IV	Probability : Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye'ss theorem [Simple numerical], Probability Distribution: Binomial, Poisson and Normal.
Unit V	Sampling Method of sampling, Sampling and Non-sampling errors. Test of Hypothesis, Type- I and Type –II Errors, Large sample tests

Suggested Readings:

- 1.Gupta, S.P. & Gupta, M.P. Business Statistics
- 2.Levin, R.I. Statistics for Management
- 3.Feud, J.E. Modern Elementary Statistics
- 4.Elhance, D.N. Fundamentals of Statistics
- 5.Gupta, C.B. Introduction of Stastical Methods