

## BBA SYLLABUS

<b>Semester - I</b>		Credit	Total Marks
BBA 101	Fundamentals of Accounting	4	100
BBA 102	Managerial Economics	4	100
BBA 103	Principles of Management	4	100
BBA 104	Computer Fundamentals	4	100
BBA 105	Business Communication	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

<b>Semester - II</b>		Credit	Total Marks
BBA 201	Business Law	4	100
BBA 202	Cost Accounting	4	100
BBA 203	Quantitative Analysis	4	100
BBA 204	Business Organization & Environment	4	100
BBA 205	Human Resource Management	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

<b>Semester - III</b>		Credit	Total Marks
BBA 301	Organisation Behaviour	4	100
BBA 302	Industrial Law	4	100
BBA 303	Marketing for Managers	4	100
BBA 304	Environmental Studies	4	100
BBA 305	Company law	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

<b>Semester - IV</b>		<b>Credit</b>	<b>Total Marks</b>
BBA 401	Indian Economy	4	100
BBA 402	Sales and Distribution Management	4	100
BBA 403	International Marketing	4	100
BBA 404	Business Statistics	4	100
BBA 405	Event management	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

<b>Semester - V</b>		<b>Credit</b>	<b>Total Marks</b>
BBA 501	Project Planning and Control	4	100
BBA 502	Rural Marketing	4	100
BBA 503	Element of Taxes	4	100
BBA 504	Business Ethics & Corporate Social Responsibility	4	100
BBA 505	Strategic Management	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

<b>Semester - VI</b>		<b>Credit</b>	<b>Total Marks</b>
BBA 601	Banking and Insurance	4	100
BBA 602	Management Information System	4	100
BBA 603	Entrepreneurship Development	4	100
BBA 604	Modern Business Practices and Strategies	4	100
BBA 605	Industrial Training Project	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

**BBA - 101**  
**FUNDAMENTALS OF ACCOUNTING**

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- UNIT – I** Accounting, Limitations of Accounting, Types of Accounting, Real Accounts, Nominal Accounts, Branches of Accounting, Bases of Accounting, Accounting Terminology, Accounting Equation.
- UNIT – II** Advantages of Journal, Ledger, Ruling of Ledger Account, Sub-Division of Ledger, Basic Document for Subsidiary Books, Advantage of Subsidiary Books, Discounts.
- UNIT – III** Trial Balance, Features of Trial Balances, Limitations of Trial balance, Methods of Preparing Trial Balance, Errors, Items in manufacturing Account, Debit Side Items.
- UNIT – IV** Trading Account, Profit and Loss Account, Preparation of Profit and Loss Account, Balance Sheet, Classification of Assets and Liabilities, Assets, Liabilities, Adjustments.
- UNIT – V** Nature of Management Accounting, Scope of Management Accounting, Ratio Analysis, Importance of Ratio Analysis, Funds Flow Statement, Funds Flow Statement vs. Cash Flow Statement.

## **BBA-102**

# **MANAGERIAL ECONOMICS**

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### **UNIT-I      Basic Concept of Economics and Demand Analysis**

Nature of Managerial (Micro and Macro) Economics. Micro Vs Macro Economics, Determinants of Demand, Income Elasticity, Cross Elasticity. Demand for casting and its significance.

### **UNIT-II      Consumer Behaviour: Utility Approach: Marginalism, Equip-Marginalism, Diminishing Marginalism. Indifference Curve and Consumer Equilibrium with indifference curve applications.**

### **UNIT-III      Production and Cost Analysis**

Production Function with one variable input-Short Run analysis. Production Function with two variable input- Long Run analysis. ISO Cost and ISO Quants. Various cost Concepts, Short Run and Long Run Cost Function. Break Even Analysis.

### **UNIT-IV      Market Structure and Price and Output Determination**

Price and Output Determination in different market: - Various forms of Market Perfect Competition, Price Determination in these markets. Long Run Equilibrium of Firms in Different Market. Oligopoly and its price determination.

### **UNIT-V      Concepts of Macro Economics and National Income Analysis**

Development and scope of Macro Economics, Definition, Concepts of National Income- Gross Domestic Product, Net National Product and Per Capita Income. National Income Circular flow of Income. Meaning of Inflation. Types of Inflation, Cause and Control of Inflation.

**BBA - 103**  
**PRINCIPLES OF MANAGEMENT**

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- UNIT – I** Brief History, Characteristics, Functions, Different Approaches to Management, Difference between System Approach and Contingency approach, Administration and Management, The Manager.
- UNIT – II** Steps in Planning Process, Methods, Advantages, Disadvantages, Guidelines for Setting Effective Objectives, Characteristics of Decision, Making, Characteristics of Effective Decision Problems in Decision Making.
- UNIT – III** Informal Organisation theories of Organisation, Neo-Classical Theory, Motivation Theory, Organisation Charts and Manuals, Delegation of Authority, Decentralisation, Span of Management.
- UNIT – IV** Performance Appraisal, Various Methods used for Performance Appraisal, Training and Development, Analysis and Evaluation, Methods for Job Evaluation.
- UNIT – V** Direction, Motivation, Leadership and Communication: - Direction, Principles, Theories, Theory X, Maslow’s Hierarchy of Needs, Motivational Factors, Maintenance Factors, Motivational Techniques, Requirements of a Sound Motivational System, Types of Communication. Controlling and Co-ordination - Introduction , Scope or Areas of Control, Budget Control, Co-ordination.

**BBA - 104**  
**COMPUTER FUNDAMENTALS**

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- UNIT – I** Classification, Definitions, Primary Memory, Output Devices, Audio Output Devices (Soft Copy) , Hardcopy Devices (print and film) , Data Storage, Optical Disks, Removable Hard Drives , Smart Cards, Optical Cards.
- UNIT - II** Hardware, Motherboard, Machine Language, Assembly Language, High Level Language, Natural Languages, BIOS, Operating System (OS), Transmission Technology, OSI Reference Model, TCP/IP Protocol, Network Topologies, Types of Networks.
- UNIT - III** Architecture of Computer system, The Control Unit (CU), The Immediate Access Store (IAS), Operations on the file, File Organisation, Relative File, Indexed Files, Data Capture Forms, Data Capture Forms, Verification, Editing and Checking.
- UNIT - IV** Operating System, Operating System as User Interface, Components of MS-DOS, External Commands, UNIX, EDIT etc., Time Sharing Systems, Multiprogramming, Spooling, Time Sharing, Interactive, Real time system, Distributed.
- UNIT - V** IP Address, Domain Name Service, Packet Switching, Understanding Potential Threats, Functioning of the WWW, Web page, URL, Using the WWW, Web Browser, Search Techniques, Advance Application: Emergence of Web 2.0.

**BBA – 105**  
**BUSINESS COMMUNICATION**

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- UNIT – I      INTRODUCTION :-** Nature and Scope of Business Communication, Principles of Effective Communication (7Cs of communication), Process of Communication, Barriers to Communication and ways to overcome them.
- UNIT – II      ORAL COMMUNICATION:-** Listening: Process of Listening, Types of Listening, Barriers to Listening Making Effective Presentations: Elements of a Presentation, Format of a good Presentation, Preparation of Visual aids, handouts and feedback forms. Meetings: Purpose of Meetings, Types of Meetings, Conducting Meetings.
- UNIT – III     WRITTEN COMMUNICATION :-** Types, Structures and Layout of Business Letters, Writing E-mails, Memorandums, Notices and Circular. Reports: Essentials of Good Reports, Types of Reports, Report writing process.
- UNIT IV        NON-VERBAL COMMUNICATION :-**Importance of Non-Verbal communication, Classification of Non –Verbal Communication: Kinesics, Proxemics, Time language, Paralanguage, Sign language.
- UNIT-V         GROUP DISCUSSIONS :-**(Do's and Don'ts, Guidelines to succeed in a G.D).
- Extempore.
  - Debates

**BBA – 201**  
**BUSINESS LAW**

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- UNIT – I      The Law of Contract**  
Agreement and Contract; Contract formalities, Void and Voidable Contracts; Capacity of Parties; Free Consent; Legality of Object and Consideration; Performance and Discharge of Contracts; Indemnity and Guarantee; Bailment and Agency,
- UNIT - II      The Law Relating to Sale of Goods**  
Sale and Agreement to Sell, Transfer of Property Doctrine of Caveat Emptor, Auction Sale, The Laws Relating to Carriage of Goods- Introduction, Carriage of Goods by Land; Carriage by Sea; Carriage by air The Laws Relating to Partnership-The Partnership Act; nature, Test and Types of Partnership; Partnership Deed,
- UNIT - III      The Law Relating to Companies-** Definition and Types of companies, Promotion and Formation of a company, Memorandum of Association of a Company, Articles of Association, Registration of the company, commencement of the Business, Capital of a Company, Shares, Debentures
- UNIT - IV      Laws relating to industry and economic offences:** The Factories Act, 1948, Minimum Wages Act, 1948, Industrial Disputes Act, Workmen Compensation Act, Consumer Protection, Foreign Exchange Management Act (FEMA), consumer Rights, The Consumer Protection Act, 1986, Sick Industrial Companies (Special Provisions) Act, 1985.



## **BBA -202**

### **COST ACCOUNTING**

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- UNIT – I**      Meaning, Scope, Objectives of Cost Accounting & Management Accounting, Financial Accounting Vs. Cost Accounting Vs. Management Accounting. Advantages & Limitations of Cost & Management Accounting, Elements of Cost, Cost Sheet, cost concepts, cost classification.
- UNIT – II**      **Total cost and marginal cost:** Cost-Volume-Profit Analysis, relevant costing for decision-making.
- UNIT – III**      **Budgetary control:** Meaning of budget, budgetary control: Objectives, uses Types of Budget – functional, fixed and variable budget.
- UNIT – IV**      Standard costing and Variance Analysis, Advantages and Disadvantages of Standard Costing, Analysis of Variance: Material, Labour.
- UNIT – V**      **Analysis of financial statement-**Ratio Analysis, Funds Flow Statement and Cash Flow Statement.

**BBA - 203**  
**QUANTITATIVE ANALYSIS**

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- UNIT – I** Row Matrix, Zero or Null Matrix, Operations on Matrices, Addition of Matrices, Subtraction of Matrices, Solving Three Simultaneous Equations, Properties of Determinants, Truth Value, Truth Table, Compound Statements, Negation, conjunction, Biconditional, Contradiction, Laws of Algebra, Complement Law, Distributive Law.
- UNIT – II** Representation of set, Rule Method, Commutative Law, De Morgan's Law, Geometric Progression Formulae for Geometric Progression. **Time Series:** Concept, Additive and Multiplicative models, components of time series, Trend analysis: Least Square method – linear and Non – linear equations, Applications in business decision-making. **Index Numbers:** Meaning, Types of Index Number, Uses of Index Numbers, Construction of Price, Quantity and Volume Indices: - Fixed Base and Chain Base Methods.
- UNIT – III** Definitions, Probability, Multiplication Rule, Basic Calculation, Fundamental Principles of Counting, Permutation, basic Forms of Permutations, Combination, Basic forms of Combination, Basic Manipulation on Permutation and Combinations.
- UNIT – IV** Definition of Interpolation, Application, Need and Importance of Interpolation, Methods of Interpolation, Profit and Loss, Formulae, Interest,
- UNIT – V** Relation, Domain and Range of a Relation, Break Even Analysis, Applications of Statistics, Limitations of Statistics, Objectives and characteristics of Classification, Frequency Distribution, Ungrouped Frequency Distribution, Continuous of Grouped Frequency Distribution, Cumulative Frequency distribution.

## **BBA – 204**

### **BUSINESS ORGANIZATION AND ENVIRONMENT**

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- UNIT - I BUSINESS ORGANIZATION:** Concept, nature and scope of business, business objectives, distinction between business, commerce and trade; Forms of business organization –Sole proprietorship, partnership, joint stock company, joint Hindu family; types of company-cooperative societies; multinational corporations.
- UNIT – II BUSINESS COMBINATIONS & ASSOCIATIONS:** Concept and causes of business combinations between government and business; Types and forms of combinations; chambers of commerce and industries in India – FICCI, CII Association, ASSOCHAM, AIMO etc..
- UNIT – III** Definition of Business, characteristics, components, Purpose, Influences and Analysis, Relationships between organisation and its environment, Internal Analysis of the Organisation/Company, External environment, Economic Environment, Socio-cultural Environment, Natural environment, technological Environment, Strategy at different levels of Business, nature of Business Policy, Classification, National Objectives, Global Objectives,
- UNIT – IV** Introduction, Need for Strategic Management, Process, Benefits, Limitation, Strategies and their role , Role, Reasons behind Failure, Corporate Strategy, Planning, Need for Corporate Management, Components, functions, Significance, Limitations, concept and Meaning of corporate Policy, Features, Scope , Importance, Management Levels, Board of directors, Subcommittee, chief Responsibilities and Skills of top Management, chief Executive Officer (CEO).
- UNIT – V** Introduction, Strategic Planning Process, SWOT Analysis, Matrix, Activating Strategy, Strategy Formulation vs. Strategy Implementation, Steps in Implementation of a Strategy, Issues in Strategy Implementation, Importance of Organisational Structure, Other Important Strategies, BCG Matrix, G.E. Multi Factorial Analysis, Factors Affecting Market Attractiveness, PEST Analysis, Characteristics of Social Responsibility, Components and Areas, Arguments, Importance of Business Ethics, Social Responsibility for Economic Growth, Outcomes of Social Responsibility, Social Audit, Need for Social Audit, Types of social Audit, Uses.

**BBA - 205**  
**HUMAN RESOURCE MANAGEMENT**

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- UNIT – I** Responsibilities of Human Resource Management, Human Resource Management Goal, Training and Development of Employee, comparison between Personnel Management and Human Resource Management, Comparison on the basis of Strategic Aspects, role of the Human Resource Management, Human Relation theory, Revolution of the Human Resource management, Human Relation concept, To Understand Human Behaviour,
- UNIT – II** Human Resource Planning, Definition, Benefits of HRP, Activities Involve , Need for HRP, Process, Benefits, human Resource Planning System, Responsibility of Human Resource Planning Department, concept of Recruitment and Selection, Recruitment Practice In India, Selection Technique, Evaluation and Selection Criteria, The Selection Process, approval by manager, Medical Examination, induction
- UNIT – III** Training -Concept of Training, Objective of Training, difference between Training and Development , Objective of Training, Importance of Training , Benefits of Training, Training Need Identification, Total Organisational Analysis, Organisation Analysis Requirements, Organisational diagnosis, Task Analysis, Performance Analysis, Training Needs Identification, Different Kinds of Training Needs, Methodology of Training and Development, Training and Development Process Simulation Exercises and role Paying,
- UNIT – IV** Performance Appraisal - Concept and Need of Employee Review, Concept of Performance Appraisal, Concept of Performance Appraisal, Types of Appraisal Methods, Paired comparison analysis, Advantages of the 360 Degree Appraisal, Problem with the 360 Degree Appraisal Process, Management by objectives (MBO) , Unique Features and Advantages of MBO, Benefit of the Performance Appraisal,
- UNIT – V** Compensation Management - Components , Types, Direct & Indirect compensation, Need, Management, Managing Compensation, Standard of Living Theory, Demand and Supply “Theory, Marginal Productivity Theory, Purchasing Power Theory, classification of Wages, Designing and Administering Benefits, Job Evaluation – Definition, Procedure, Method, Advantages & limitations, Moral – Meaning, Importance, Measurement.