

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 - 2019

Saurashtra University

RAJKOT

(Accredited Grade A by NAAC)

BBA Semester-I

Sr. No	Course Code	Course Category	Course Title	C	IM	EM	Total
1	19BBA101	Foundation	Communication Skills and Business Writing	3	30	70	100
2	19BBA102	Core	Micro Economics	3	30	70	100
3	19BBA103	Elective	Elements of Business Mathematics	3	30	70	100
4	19BBA104	Core	Fundamentals of Management	3	30	70	100
5	19BBA105	Core	Forms of Business Organization	3	30	70	100
6	19BBA106	Elective	Principles & Practice of Accounting	3	30	70	100
7	19BBA107	Allied	Environmental Science	3	30	70	100
8	19BBA108	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	19BBA201	Foundation	Conversational English	3	30	70	100
2	19BBA202	Core	Macro Economics	3	30	70	100
3	19BBA203	Elective	Advance Techniques of Business Mathematics	3	30	70	100
4	19BBA204	Core	Emerging Trends in Contemporary Management	3	30	70	100
5	19BBA205	Elective	Business Accounting	3	30	70	100
6	19BBA206	Allied	E-Commerce	3	30	70	100
7	19BBA207	Core	IT Tools for Business	2+2*	15-T	35-T 50-P	100
8	19BBA208	Project	Practical Studies	3	-	100	100
Total				24	195	605	800

* 2 Practical = 1 Credit

BBA SEMESTER - I

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	19BBA101	Communication Skills and Business Writing	3	30	70	2 ½ 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 (Proxemics) 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
	<ol style="list-style-type: none"> 1. Preparing a questionnaire 2. Memorandum of Understanding 3. Preparing Handouts, Leaflets, brochures
• REERENCE:	
• Business Communication – Pal and Suri, Sultan Chand & Sons, Delhi	

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	19BBA102	Micro economics	3	30	70	2 ½ 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	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 elasticity of demand, its types, factors affecting to price elasticity of demand, practical significance of price elasticity of demand III. Meaning of supply, factors determining supply, law of supply.
Unit - 3	Utility analysis,
	Utility analysis:- Utility, total and marginal utility. Law of diminishing marginal utility. Law of equiv.-marginal utility.
Unit – 4	Market structure
	Market structure: Meaning of market, classification, meaning and features of perfect competition, monopoly, oligopoly and monopolistic competition.

REFERENCES

- 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	19BBA103	Elements of Business Mathematics	3	30	70	2 ½ Hours

COURSE OBJECTIVES

- To sharpen mathematical abilities in making Business Decision

COURSE CONTENT

Unit - 1	Permutation & Combination
	<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
Unit – 2	Arithmetic & Geometric progression
	<ul style="list-style-type: none"> Sequence, Series Arithmetic Progression <ul style="list-style-type: none"> Definition N^{th} Term, Sum of n terms (With Proof) Geometric Progression <ul style="list-style-type: none"> Definition N^{th} Term, Sum of n terms (With Proof)
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
Unit – 4	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) Examples

REFERENCES

- Business Mathematics by Sancheti&Kapoor - **Sultan & Chand**

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	19BBA104	Fundamentals of Management	3	30	70	2 ½ 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; Management Process (Functions of Management); Significance of Management; Brief idea of Managerial Role (Views of Mintzberg);
Unit – 2	Planning
	Concept and Definition of Planning; Nature of Planning; Planning Process; Planning Premises: Concept and types; Need and Importance of Planning Types or Components of Plans (Brief idea relating to objective, policy, rule, procedure, budget, strategy schedule, and project);
Unit - 3	Organising and Staffing
	Concept and Definitions of Organising; Organising Process (Creating Organisation Structure); Brief Idea of Situational Factors Affecting Organisation Structure; Elementary Idea (only concept) of Forms of Organisation Structure, including Functional Organisation, Committee Organisation, Project Organisation, Matrix Organisation, Network Organisation, and Virtual Organisation. STAFFING: Concept of Staffing; Functions of Staffing (in brief); Factors Affecting Staffing Decisions
Unit – 4	Directing and Controlling
	DIRECTING: Concept; Directing Tools (only concept and features of leadership, motivation, communication, and supervision); Importance of Directing. CONTROLLING: Concept; Controlling Process; Role/Importance of Controlling;

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	19BBA105	Fundamentals of Management	3	30	70	2 ½ 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"> BUSINESS 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

- 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	19BBA106	Principles & Practice of Accounting	3	30	70	2 ½ 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"> 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	19BBA107	Environmental Science	3	30	70	2 ½ 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; Environment awareness programmes.
Unit – 2	<ul style="list-style-type: none"> Natural Resources and Wealth: Meaning and Types of Resources, Exploitation of Resources. 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 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. Environmental Management System: ISO – 14000, Environment Audit, Eco-Friendly products (Ecomark), Green Industry, Carbon Credit.

REFERENCES

- Environmental Management: By N K Oberoi, ExcelBooks.Delhi
- Environmental Management: By G N Pandey, Vikas Publishing House.
- Text Book of Environment: By K M Agrawal, MacMillan.
- Environmental Impact Assessment: By L W Canter, McGraw 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	19BBA108	Office automation	2+2*	15-T	35-T 50-P	2 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
	<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
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)
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
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

Credit:
<ul style="list-style-type: none">1 lecture = 1 hour = 1 credit and 2 practical = 2 hours = 1 creditTheory 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 HoursPractical Examination – Total Marks 50 (No Internal Marks).University Examination: 2 Hours
Passing Standard:
<ul style="list-style-type: none">Student must obtain minimum 40% marks in theory and practical bothTheory: Minimum 40% (minimum 14 marks in University examination and minimum 6 marks in internal)Practical: Minimum 40% (Minimum 20 marks in University examination)
REFERENCES
<ul style="list-style-type: none">Computer Fundamentals and Information Technology – By Bharat & Co.Computer Fundamentals – BPB Publications - By P.K.Sinha

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	19BBA201	Conversational English	3	30	70	2 ½ 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	Presentation strategies and interview skills
	How to prepare presentation, strategies for delivering presentation, tips for interview skills and its techniques, usage of body language, tips for building resume and cv
Unit – 2	Composition
	Situation dialogues <ul style="list-style-type: none"> • At Bank • At a hotel • At Library • At educational institutions • Comprehension
Unit - 3	Business letters
	<ul style="list-style-type: none"> • Inquiry and Reply • Collection
Unit – 4	Grammar
	<ul style="list-style-type: none"> • Tenses • Prepositions • Voices

REFERENCES

- Spoken English: A Foundation Course by Kamlesh Sadanand and Susheela Punitha (Part I and Part II)
- Telephoning in English Third Edition by B. Jean Naterope Abd Rod Revell
- Business communication by Sultan Chand & Sons.



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	19BBA202	Macro Economics	3	30	70	2 ½ 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 macroeconomics.

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	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
B.B.A.	II	Core	19BBA203	Advance techniques of Business Mathematic	3	30	70	2 ½ Hours

COURSE OBJECTIVES

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

COURSE CONTENT

Unit - 1	Determinants
	<ul style="list-style-type: none"> Definition Order 2×2, 3×3 Cramer's rule (two, three variables) Properties of determinant Examples
Unit – 2	Matrices
	<ul style="list-style-type: none"> Definition Types of Matrices Matrix Operation Transpose of Matrix Adjoint of Matrix, Inverse of Matrix Solution of Simultaneous linear equation using inverse matrix Examples
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
Unit – 4	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
REFERENCES	
<ul style="list-style-type: none">• Business mathematics by sancheti&kapoor – Sultan & Chand• Fundamental of mathematics and statistics by v.k.kapoor&s.c.gupta – Sultan & Chand	



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	19BBA204	Emerging trends in contemporary management	3	30	70	2 ½ Hours

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 ----Scientific Management School; Administrative Management; Neoclassical Schools of Management; System School of Management; Contingency Schools of Management
Unit – 2	Managing Employee Motivation
	Employee Motivation: Concept of Motivation, Types of Financial and Non-Financial Motives; Job Enrichment: Concept and Techniques; Work Life Balance: Concept, Positive Effects, and Managerial Actions. Job Satisfaction: Concept and Factors;
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;
Unit – 4	Some Issues in Managing Employees
	Creativity and Innovation: Concept of Creativity and Innovation, Promoting Innovation and Creativity; MIS: Concept, Process and Significance; TQM: Concept, Scope and Significance:

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	19BBA205	Business Accounting	3	30	70	2 ½ 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)
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 on FIFO, LIFO, Simple average and Weighted average 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.
Unit – 4	<ul style="list-style-type: none"> Cost concepts and Preparation of Cost sheet with estimated cost sheet Operating Costing (Hospital, Hotel and Theatre operating costing)

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 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.
- Cost Accounting – theory &Practice:Bhabatosh Banerjee-Prentice Hall of India Ltd.
- Advance Problem and solutions in Cost Accounting: S N Maheshwari, Sultanchand.

E - COMMERCE

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	19BBA206	E - Commerce	3	30	70	2 ½ 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 E-marketing
	<p>Introduction to the following types:</p> <ul style="list-style-type: none"> • B2C, B2B, C2B, C2C, B2G and G2C • Introduction and meaning of E-marketing • Challenges of traditional marketing • Various methods or techniques of E-marketing
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	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 VijayaRaghavanIyengar, 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	19BBA207	IT tools for Business	2+2*	15-T	35-T 50-P	2 Hours

* 2 Practical = 1 Credit

Unit - 1	Database and its Objects
	<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
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, Required, Allow zero length, Validation rule, Validation text, Caption, Default value • 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
	<p>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</p> <p>Form: Understanding types forms and its properties</p>
Unit – 4	Practical - Practical Exercise of Unit 1 to Unit 3

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	19BBA208	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

PART-A: AREA OF STUDY

1. Minimum number of units to be visited: One.
2. The unit to be visited must be from the following sector.
 - a. Manufacturing Unit
 - b. Non-manufacturing Unit (Trading Unit)
 - c. Service sector (Bank, Insurance, Financial institution, Infrastructure unit, etc.)
 - d. Non-profit organization (Big educational institution, charitable institution etc.)

3. Nature of visit:

The visit will include the following aspects:

General Information:

- a. Form of organization
- b. Year of establishment and brief history
- c. Promoters and existing managing group.
- d. Installed and utilized capacity.
- e. Contribution of the unit to the industry.

Production Information:

- a. Products of the company
- b. Plant Lay-out
- c. Manufacturing process

Human Resource Department Information

- a. Number of Employees: Total employees, including Executives, Officers, Skilled, Semi skilled and unskilled
- b. Employee amenities and welfare activities

Marketing Information:

- a. Main products and brand name
- b. Distribution system – Modes and methods, channel of distribution, distributors, dealers, etc.
- c. Promotion activities: Advertising, sales promotion, publicity, etc.
- d. Distribution

Accounting & Financial Information for the last year:

- a. Share Capital: Authorised and Issued
- b. Reserve and Surplus
- c. Loan Fund: Debentures, Bank Loans etc.
- d. Sales: Local and export
- e. Profits: Before tax, after tax.
- f. Dividend

PART-B: GENERAL INSTRUCTIONS FOR PREPARATION OF REPORT:

Following instructions must be followed while preparing the training report:

1. The Practical Studies curriculum shall be assigned an overall weekly three credits equivalent teaching workload
2. The teacher concerned shall teach the students the topics referred to above prior to the visit to the concern.
3. All the students shall draft their report independently which shall be checked and certified by the teacher concerned
4. The Student shall prepare his Practical Studies report in two copies, First Copy submitted to College, Second copy as his Personal Copy.
5. Draft report must be in the following format:
 - a. Report must be typed in the Font size 12 pt, Time New Roman, 1.5 spacing line A4 size paper and printed on both the size of paper.
 - b. Title Page: Full name of students, Semester number, roll/seat number, name of unit visited, name of academic institutions, etc.
 - c. Company Detail: Name, address, phones, fax, website, e-mail address, etc.
 - d. A Copy of the Certificate issued by the concerned teacher
 - e. Student's declaration regarding originality of the report.
 - f. Acknowledge
 - g. Preface/Introduction
 - h. Index with contents and page number
 - i. Main part of the report
 - j. Conclusion and suggestions
 - k. Bibliography (if any)
 - l. Appendix (if necessary)
6. Only Practical aspects are required. Therefore, the Book-concepts should be avoided from the report so far possible.
7. The report shall be assessed by the panel of examiners appointed by the University. The student also shall be examined by Viva-voce by the same panel of examiners.

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.