

SCHEME AND SYLLABUS

For

BBA (GEN) COURSE BACHELOR OF BUSINESS ADMINISTRATION (UNDER CBCS SCHEME)

(For University Department & Affiliating Institutes)

(w.e.f. Session 2017-2018)



FACULTY OF MANAGEMENT STUDIES

**YMCA UNIVERSITY OF SCIENCE AND TECHNOLOGY
FARIDABAD**

**CHOICE BASED CREDIT SYSTEM
CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA**

PROGRAMME FOR THE SESSION 2017-18

FIRST YEAR:

First Semester

Paper No	Title of Paper(s)	Hours					Credits	MARKS			CBCS CODE
		L	T	P	S	Total		Internal	Practical	External	
BBA/GEN/101	Business Organizati	4	-	-	0	4	4	25		75	DCC
BBA/GEN/102	Business Mathemati	4	1	-	0	5	4	25		75	DCC
BBA/GEN/103	Financial Accountin	4	1	-	0	5	4	25		75	DCC
BBA/GEN/104	Computer Fundamen tals	3		2	0	5	4		25	75	DCC/SEC
BBA/GEN/105	Presentati on & Communi cation Skills-I	3	1	-	0	4	4	25		75	DCC
BBA/GEN/106	Micro- economics for	3	1	-	0	4	4	25		75	DCC
	TOTAL	21	4	2	0	27	24	125	25	450	

Second Semester

Paper No	Title of Paper(s)	Hours					Credits	MARKS			CBCS CODE
		L	T	P	S	Total		Internal	Practical	External	
BBA/GEN/201	Management Process & Organizational Behavior	4	-	-	0	4	4	25	75	DCC	
BBA/GEN/202	Macroeconomic Analysis	3	1	-	0	4	4	25	75	DCC	
BBA/GEN/203	Company accounts	4	1	-	0	5	4	25	75	DCC	
BBA/GEN/204	Computer Applications in Management	3	-	2	0	5	4	25	75	DCC/SEC	
BBA/GEN/205	Presentation & Communication Skills-II	4	1	-	0	5	4	25	75	DCC	
BBA/GEN/206	Business Statistics	3	1	-	0	4	4	25	75	DCC	
	TOTAL	21	4	2	0	27	24	125	25	450	

Nomenclature of CBCS Code

S.No.	Abbreviation	Description
1	DCC	Discipline Core Course
2	SEC	Skill Enhancement Course
3	DSEC	Discipline Supportive Elective Course
4	MAC	Mandatory Audit Course
5	OEC	Open Elective Course

BUSINESS ORGANISATION

PAPER CODE: BBA/GEN/101

UNIT-I

Business Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade

UNIT-II

Forms of business organization, Sole proprietorship, partnership, joint stock company, types of company cooperative societies; multinational corporations

UNIT-III

Entrepreneurship Concept and nature; entrepreneurial opportunities in contemporary business environment; process of setting up a business enterprise; choice of a suitable form of business organization, feasibility and preparation business plan

UNIT-IV

Government and business interface; stock exchange in India; business combination concept and causes; chambers of commerce and industries in India FICCI, CII Association

SUGGESTED READINGS:

- Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
- Talloo, Thelman J., Business Organisational and Management, TMH, New Delhi
- Tulsian, P.C., Business Organisation, Pearson Education, New Delhi

BUSINESS MATHEMATICS
PAPER CODE: BBA/GEN/102

UNIT-I

Theory of Sets – Meaning, elements, types, presentation and equality of sets; union, intersection, compliment & difference of sets; Venn diagrams; Cartesian product of two sets; applications of set theory.

UNIT-II

Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers.

UNIT-III

Permutations, combinations and binomial theorem (positive index), Quadratic equations.

UNIT-IV

Matrices – Types, properties, addition, multiplication, transpose and inverse of matrix; properties of determinants, solution of simultaneous Linear Equations; differentiation and integration of standard algebraic functions; business applications of matrices, differentiation and integration.

SUGGESTED READINGS:

- Sancheti, D.C., A.M. Malhotra & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi
- Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi
- Reddy, R.JayaPrakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi

FINANCIAL ACCOUNTING
PAPER CODE: BBA/GEN/103

UNIT-I

Meaning and scope of accounting, nature of financial accounting principles, basis of accounting; accounting process – from recording of business transaction to preparation of trial balance.

UNIT-II

Rectification of errors; preparation of final accounts (non-corporate entities) along with major adjustments.

UNIT-III

Bank Reconciliation Statement; accounts of non-profit organization, Single entry system

UNIT-IV

Joint venture accounts; consignment accounts.

SUGGESTED READINGS:

- Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
- Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
- Monga, J.R., Financial Accounting, Margin Paper Bank, New Delhi
- Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications

COMPUTER FUNDAMENTALS

PAPER CODE: BBA/GEN/104

UNIT-I

Introduction – Digital and analog computers, evolution of digital computers, major components of a digital computer, hardware, software, firmware, middleware and freeware, computer applications; Input devices, output devices, printers, plotters, other forms of output devices; main memory, secondary memory and backup memory.

UNIT-II

Decimal number system, binary number system, conversion of a binary number to decimal number, conversion of a decimal number to a binary number, addition of binary numbers, binary subtraction, hexadecimal number system, octal number system.

UNIT-III

Introduction to Operating System, history; functions, types, structure, memory management; file management system.

UNIT-IV

Computer applications in offices, use of computers in books publication, desktop publishing system, application of computers for data analysis, application of computer in education, application of computer in banks, medical field.

Lab Work:

Commands of MS-DOS, MS-Office (MS-Word, MS Excel, MS-Power Point).

SUGGESTED READINGS:

- Gill, Nasib, Computer Fundamental and Internet
- Saxena, Computer Applications in Management, Vikas Publication, New Delhi
- B. Ram, Computer Fundamentals, New Age Publications, New Delhi
- Gupta, SatinderBal&Goel, Manish. Computer Fundamentals, SMBD Publishers
- Rajaraman, V., Computer Fundamentals, PHI, New Delhi

PRESENTATION & COMMUNICATION SKILLS-1

PAPER CODE: BBA/GEN/105

UNIT-I

Practical grammar basic fundamental of grammar and usage, how to improve command over spoken and written English with stress o Noun, Verb Tense and Adjective. Sentence errors, Punctuation, Vocabulary building to encourage the individual to communicate effective and diplomatically, common errors in business writing.

UNIT-II

Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 Cs. Media of Communication: Types of communication: Barriers of communication (Practical exercise in communication)

UNIT-III

Business letter writing: Need, Functions and Kinds. Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments. Departmental Communication: Meaning, Need and types: Interview letters, Promotion Letters, resignation letters, news letters, Circulars, Agenda, Notice, Officememorandums, Office orders, Press release.

UNIT-IV

Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors-Punctuation, Vocabulary building. Business Etiquettes Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings. Role play on selected topics with case analysis and real life experiences.

SUGGESTED READINGS:

- Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
- Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
- Das, Biswajit and IpseetaSatpathy, Business Communication and Personality Development, Excel Books, New Delhi
- McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
- Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai
- Wren &Mertin; *English grammar and composition*, 2003.
- Sinha, K. K.; *Business Communication*, Galgotia Publishers, 2003.
- Robinson, David; *Business Etiquette*, Kogan Page.

MICRO ECONOMICS FOR BUSINESS DECISIONS

PAPER CODE: BBA/GEN/106

UNIT-I

Nature and scope of micro economics, determinants of demand and law of demand, price, cross and income elasticity of demand, law of supply, elasticity of supply, competitive equilibrium; consumer's equilibrium- utility and indifference curve approaches.

UNIT-II

Short run and long run production functions, laws of returns; optimal input combination; classification of costs; short run and long run cost curves and their interrelationship; internal and external economies of scale, revenue curves; optimum size of the firm; factors affecting the optimum size, location of firms.

UNIT-III

Equilibrium of the firm and industry – perfect competition, monopoly, monopolistic competition, discriminating monopoly, aspects of non-price competition; oligopolistic behavior.

UNIT-IV

Characteristics of various factors of production; marginal productivity theory and modern theory of distribution; determination of rent; quasi rent; alternative theories of interest and wages.

SUGGESTED READINGS:

- D. Salvatore, *Microeconomic Theory*, Tata McGraw Hill, New Delhi
- Mark Hirschey, *Managerial Economics*, Thomson, South Western, New Delhi
- R H Dholkia and A.N. Oza, *Microeconomics for Management Students*, Oxford University Press, New Delhi
- P.L. Mehta, *Managerial Economics*, Sultan Chand, New Delhi

MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR

PAPER CODE: BBA/GEN/201

UNIT-I

Introduction to management: concept, nature; evolution of management thoughts traditional, behavioural, system, contingency and quality viewpoints; Managerial levels, skills and roles in an organization; Functions of Management: Planning, Organizing, Directing, Controlling, Problem solving and Decision making; Management control; managerial ethics and social responsibility; Management Information System (MIS).

UNIT-II

Fundamentals of Organizational Behavior: Concept, evolution, importance and relationship with other Fields; Contemporary challenges of OB; Individual Processes and Behavior differences, Personality- concept, determinant, theories and applications; Values, Attitudes and Emotions, Perception- concept, process and applications, Learning and Reinforcement; Motivation: concept, theories and applications; Stress management.

UNIT-III

Interpersonal Processes- Work teams and groups- Definition of Group, Stages of group development, Group cohesiveness, Types of groups, Group processes and Decision Making; Team Building; Conflict concept, sources, types, management of conflict; Power and Political Behavior; Leadership: concept, function and styles.

UNIT-IV

Organizational Processes and structure: organizational design: various organizational structures and their effect on human behavior; Organizational climate; Organizational culture; Organizational change: Concept, Nature, Resistance to Change, Change Management, Implementing Change and Organizational Development

SUGGESTED READINGS:

- Robbins, S.P. and Decenzo, D.A. Fundamentals of Management, Pearson Education Asia, New Delhi.
- Stoner, J et. al, Management, New Delhi, PHI, New Delhi
- SatyaRaju, Management Text & Cases, PHI, New Delhi
- Kavita Singh, Organisational Behaviour: Text and cases. New Delhi: Pearson Education
- Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, New Delhi
- Robbins, S.P. & Judge, T.A., Organisational Behaviour, Prentice Hall of India, New Delhi

MACRO ECONOMIC ANALYSIS AND POLICY

PAPER CODE: BBA/GEN/202

UNIT-I

Nature and scope of macroeconomics, circular flow of income; national income – alternative concepts of income and their interrelationship, measurement of national income, stock and flow variables, aggregate demand, supply and macroeconomic equilibrium, nature of a trade cycle, causes of booms and recessions.

UNIT-II

Macro analysis of consumer behavior, cyclical and secular consumption, income consumption relationship, absolute, relative and permanent income hypothesis, simple Keynesian Model of income determination; multiplier analysis.

UNIT-III

Nature of fiscal policy, fiscal deficits, fiscal policy in relation to growth and price stability, basic issues in fiscal deficit management, nature and management of public debt; business taxes – types, rationale and incidence.

UNIT-IV

Money supply measures; credit creation process and money multiplier, instruments of monetary policy; promotional and regulatory role of central bank; Inflation – types, causes, effects and control measures.

SUGGESTED READINGS:

- Gupta, G.S., *Macroeconomics – Theory and Applications*, Tata McGraw Hill, New Delhi
- Edward Shapiro, *Macroeconomic Analysis*, Galgotia, New Delhi
- Gupta S.B., *Monetary Economics: Theory, Policy and Institutions*, S. Chand, New Delhi
- Vaish, M.C., *Macroeconomic Theory*, Vikas Publications, New Delhi
- D'souza, Errol, *Macroeconomics*, Pearson Education, New Delhi

COMPANY ACCOUNTS
PAPER CODE: BBA/GEN/203

UNIT-I

Accounting for share capital transaction, alternation of share capital, buy-back of shares, acquisition of business and profit prior to incorporation.

UNIT-II

Debentures; issue of debentures, methods of redemption of debentures, underwriting of shares and debentures.

UNIT-III

Statutory provision regarding preparation of company's final accounts, preparation of profit and loss account and balance sheet of company as per the requirement of Schedule VI of the companies act, state the basic features of accounting standards 4, 5, 15, 17 18 and 29; company liquidation accounts.

UNIT-IV

Valuation of Goodwill and shares, banking company accounts.

SUGGESTED READINGS:

- Gupta R.L., Advanced Accounting Vol. II, S. Chand & Sons, New Delhi
- Grewal T.S. and M.C. Shukla, Advanced Accounting, S. Chand & Sons, New Delhi
- Jain, S.P. & K.L. Narang, Advanced Accounting, Kalyani Publishers, New Delhi
- Monga, J.R., Corporate Accounting, Margin Paper Bank, New Delhi
- Maheshwari S.N., Advanced Accounting, Vikas Publications

COMPUTER APPLICATIONS IN MANAGEMENT

PAPER CODE: BBA/GEN/204

UNIT-I

Introduction to Computers – History, basic anatomy, operating system, memory, input/output devices; types of computers, classification of computers; hardware and software.

Networking – Advantage, types, devices and network connection, wireless networking; virus and firewalls.

UNIT-II

Introduction to information technologies; www, search engines, web browsers, IP addressing, web hosting and web publishing, Internet applications in business, chatting and e-mailing; computer applications, advantages and limitations, use in offices, education, institutions, healthcare.

UNIT-III

Data, information and types; Information systems, types – MIS, TPS, OAS, DSS, expert systems, executive information systems.

UNIT-IV

Multimedia applications in business; marketing and advertising; web applications of multimedia.

Lab Work:

Lab will be based on basic and practical exposure of computer application in management.

SUGGESTED READINGS:

- Saxena, Computer Applications in Management, Vikas Publishing House, New Delhi
- Ram, B., Computer Fundamentals, New Age Publication, New Delhi
- Saxena and Pradeep Kumar, Computer Applications in Management, Anmol Publication
- Gupta, Satinder Bal & Goel, Prteeti. Computer Applications in Management, SMBD Publishers
- Goel and Kakhar, Computer, New Age Publication

PRESENTATION & COMMUNICATION SKILLS-2
PAPER CODE: BBA/GEN/205

UNIT-I

Project and report writing, and proposals – how to write an effective report, basics of project writing, paragraph writing, paper reading and voice modulation, basics of project presentation.

UNIT-II

How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening.

UNIT-III

Resume writing skills, guidelines for a good resume, how to face an interview board, proper body posture, importance of gestures and steps to succeed in interviews. Practice mock interview in classrooms with presentations on self. Self introduction – highlighting positive and negative traits and dealing with people with face to face.

UNIT-IV

Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

SUGGESTED READINGS:

- Essentials of Business Communication by Rajendra Paul, Sultan Chand & Sons Publisher.
- Business Communication by D.D. Sehgal, V.K. Mittal and N.C. Garg, Ramesh Book Depot.
- Reuben, Ray; *Communication today – understanding creating skills*, Himalaya Publishing House, 2001.
- E. H. McGraw, S. J.; *Basic Managerial Skills for All*. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Stephen R. Covey; *The seven habits of highly effective people*. Rogets Thesaurus

BUSINESS STATISTICS
PAPER CODE: BBA/GEN/206

UNIT-I

Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, parts, types and construction of tables, significance, types and construction of diagrams and graphs.

UNIT-II

Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; measure of variation viz. range, quartile deviation, mean deviation and standard deviation, co-efficient of variation and skewness.

UNIT-III

Correlation and Regression: Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation; scatter diagram, graphic and direct method; properties of correlation co-efficient, rank correlation, coefficient of determination, lines of regression, co-efficient of regression, standard error of estimate. Association of attributes (up to three attributes).

UNIT-IV

Index numbers and time series: Index number and their uses in business; construction of simple and weighed price, quantity and value index numbers; test for an ideal index number, components of time series viz. secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend and seasonal indices; use of time series in business forecasting and its limitations, calculating growth rate in time series.

SUGGESTED READINGS:

- Gupta, S.P. & M.P. Gupta, Business Statistics
- Gupta, C.B., An Introduction to Statistical Methods
- Gupta, B.N., An Introduction to Modern Statistics
- Sancheti, S.C. & V.K. Kapoor, Statistical Methods
- Ellhans, D.N., Fundamentals of Statistics
- Gupta, S.P., Statistical Methods
- Sharma, J.K., Business Statistics, Pearson Education, New Delhi