

BBA I YEAR

SYLLABUS

(2020-21)

Course Structure BBA Three Years (Annual System)				
BBA I Year				
Group	Paper Number and Name	Theory Marks	Internal Assessment Marks	Total
Group I	Paper I Principles of Management	40	10	100
	Paper II Communication Skills	40	10	
Group II	Paper III Micro Economics	40	10	100
	Paper IV Business Statistics	40	10	
Group III	Paper V Financial Accounting	40	10	100
	Paper IV Business Mathematics	40	10	
BBA II Year				
Group IV	Paper VII Marketing Management	40	10	100
	Paper VIII Marketing Research	40	10	
Group V	Paper IX Financial Management	40	10	100
	Paper X Project Management	40	10	
Group VI	Paper XI Human Resource Management	40	10	100
	Paper XII Organizational Behaviour	40	10	
	#Internship (Optional) ¹			
BBA III Year				
Group VII	Paper XIII Entrepreneurial Development	40	10	100
	Paper XIV Management Information System	40	10	
Group VIII	Paper XV Business Environment	40	10	100
	Paper XVI Business Law	40	10	
Group IX	Electives (any Two)			100
	Elective A: Marketing	40	10	
	Paper XVII Consumer Behaviour			
	Paper XVIII Advertisement Management & Sales Promotion			
	Paper XIX Service and Digital Marketing	40	10	
	Paper XX Major Project in Marketing			
	Elective B: Finance			
	Paper XVII Working Capital Management			

¹ # Internship after completion of II year (during summer break) will be undertaken optionally for a period of minimum two weeks which will be assessed and marked with max. 10 marks of respective elective paper in III year.

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	Paper XVIII Corporate Taxation			
	Paper XIX Security and Portfolio Management			
	Paper XX Major Project in Finance			
	Elective C: HRM			
	Paper XVII Human Resource Development			
	Paper XVIII Wages and Salary Administration			
	Paper XIX Organizational Change and Development			
	Paper XX Major project in HRM			
	* Student is required to select any one elective from A,B,C			

Guidelines for the Projects in Specialization Papers

Bachelors of Business Administration is a professional course, designed for the students to be trained and developed as competent professionals for the corporate sector.

The course curriculum has no project work as per the M.P. Higher Education syllabus for 2019-2020 Annual system for BBA. Whereas the pursuit of Higher Education is to bridge the gap between the industry and academia. Therefore to bridge this gap the Department of Management incorporates one paper in electives for Major Project Work thus providing the students a platform to experience the way in which organizations function in given environment. Also giving the students an insight to understand the industry in which the organization operates adopting the different business models in areas such Marketing, Finance & Human Resource.

With this aim in mind the following are the guidelines for the Major Project work/..... :

- The project work will be an elective paper comprising of 50 marks. The breakup of marks will be:
 - Project Report – 20 (Min : 8)
 - Viva- 20 (Min: 8)
 - Internal Marks for Project work -10 (Min : 4)

*Assessment of Project and Viva will be done by external examiner appointed.
- The project work will be done in the corporate sector and business house.
- The project will be undertaken as per allotted by the faculty in charge under the guidance of Head of Department.
- The certificate of completion of Major Project/..... must be undersigned by the faculty in-charge and the corporate personnel under which the internship was undertaken.
- The students to submit handwritten report as part of student's evaluation.
- The students must pass separately in all the components of Major Project in electives.

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BBA I year

Group I

Paper- I PRINCIPLES OF MANAGEMENT

Course Objective

1. To enable the students to study the evolution of Management, functions and principles of management and comprehend the application of the principles in business.
2. To provide a basis of understanding to the students with reference to working of business organization through the process of management.

Course Outcome

On completion of the syllabi the student will understand the fundamental principles of management acquainting with process, functions and principles. Student will also get the idea about new developments in management.

UNIT – I Definition and Meaning of Management, Functions and Responsibilities of Management, Role of Manager, Principles of Management, School & Thoughts of Management, Functional Areas of Management: Production & Operations management, HRM, Financial Management & Marketing Management, New dimensions of Business- E-Business and Hospitality Management.

UNIT – II Planning: Process, types and Significance, Planning vs. Forecasting, Objective, Strategies and Policies, MBO, Decision making: Process & Significance.

UNIT – III Organising: Nature and Purpose of Organising, Importance and Process of Organising, Departmentation, Organisational Structures: Types and Relevance, Line and Staff Relationship.

UNIT – IV Direction: Principles & Techniques, Motivation: Types & Significance, Maslow's Need Hierarchy, Theory X & Y of Motivation, Leadership: Styles and Importance.

UNIT – V Controlling: The System and Process of Controlling, Control Techniques, Co-ordination: Meaning, Principles and Importance, External and Internal Co-ordination. An overview of Strategic Management, SWOT Analysis & BCG Matrix, Strategic Alternative – Choice and Evaluation.

SUGGESTED READINGS

1. Koonz D and Welhrich : Management, International Student Edition, Tokyo 1980
2. R.D. Agrawal : Organisation & Management MC Graw Hill, New Delhi 1982
3. Newman and Warran : The Process Of Management : Concepts, Behaviour and Practices, PHL.

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Group I
Paper II Communication Skills

Course Objective

1. To impart skills of effective business communication
2. To impart knowledge of communication process, methods and mode of communication

Course Outcome

At the end of the course students will be able to effectively communicate in both verbal and written form and build their personality

Unit –I Definition and process of communication. Essential of effective communication. Role of communication in organizational Effectiveness, types & channels of communication, Barriers of communication, means and media of communication.

Unit –II Public Speech –Composition, Principles, Speech Delivering skills. Group Discussion Do's and Don'ts of GD's Communication in Committees, Seminars and Conference. Negotiation Skills regarding business dealings, factors affecting negotiation, stages of negotiation process, negotiation strategies.

Unit- III Non- Verbal Communication: Meaning, Types and Importance. Listening: Practical Exercise of Telephonic and audio Visual Communication. Presentation skills: Planning and Designing A presentation. Advanced Visual Support for Business Presentation.

Unit –IV Drafting of Notices, Agenda, Minutes, Job Application Letters, Preparation of Curriculum Vitae, Difference of Curricular Vitae, Resume and Bio Data. Types of meeting, Annual meeting, Statutory meetings- notices, agenda minutes and procedures. Media management: the press release, press conference, media interviews

Unit- V Business Correspondence, Essentials of effective Business Correspondence, Structure of Business Letter, Types of Business Letter- Enquiry, Reply, Orders, Complaints, Circular Letter, agency, foreign trade letter. Principles of clear business writing, agency letters, Drafting Business Newsletters, Drafting Business Newsletter, Handouts and business proposal. Reporting Writing.

SUGGESTED READINGS

Business Communication : Mishra, Shukla & Patel

Essential of Business Communication, sixth Edition, Mary Ellen Guffey, South –Western College Publishing.

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GROUP II

PAPER III MICRO ECONOMICS

Course Objective

1. The objective of the course is to give the student basic-level knowledge of Micro Economics for business
2. To use economic reasoning to problems of business

Course Outcome

At the end of the course students will learn about the basic micro economic concepts, and will be equipped to analyze, interpret and apply them in managerial decision making.

Unit I Introduction to Economics, Definition of Economics, Nature and Scope of Economics, Significance and Evolution of Micro Economics, Functions of Managerial economics.

Unit II Concept of Law of Demand, Law of Supply, Concept of Market equilibrium, Elasticity of Demand Determinants.

Unit III Utility Analysis, Marginal Concept of utility, Law of Diminishing Marginal Utility, Indifference Curve Analysis: Assumptions, Properties of Indifference Curve, theory of Consumer Surplus.

Unit IV Elements of Cost- Average, Marginal and Total Cost (Concepts), Factors of Production, Modern Theory of Rent, Modern Theory of Interest and Modern Theory of Profit.

Unit V National Income: Estimates and Analysis (GNP, NNP, GDP, HDI), Methods of Measurement of National Income. Types of Market Structure. Perfect vs Imperfect Market. Trade Cycles.

SUGGESTED READINGS

- Paul Samuelson, Economics.
- Chopra, P.N., Micro Economics.
- Jhinghan M. L., Micro Economics
- Sinha V. C., Principles of Economics, Sahitya Bhawan Publication, Agra
- Adhikary, M., Business Economics, Excel Books, New Delhi.
- Chopra, O.P., Managerial Economics, New Delhi, TMH, 1985.
- Koutsoyiannis, A., Modern Micro Economics, Mac Millian, New York

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Group II

Paper IV BUSINESS STATISTICS

Course Objective

1. To provide basic knowledge of statistics to students
2. To develop the ability to analyze and interpret data to provide meaningful information to assist in making management decisions
3. To describe data and make evidence based decisions using inferential statistics that are based on well reasoned statistical arguments.

Course Outcome

On successful completion of the program, students would be able to produce appropriate graphical and numerical descriptive statistics for different types of data and apply the statistical rules and concepts in business and management decisions.

Unit-I Meaning and Definition of Statistics, Statistical Investigations, Laws of Statistics, Scope of Statistics, Limitations of Statistics

Unit-II Collection of Data, Presentation of Data, Frequency Distribution, Primary and Secondary Data

Unit-III Measures of Central Tendencies: Mean, Median, Mode, Geometric Mean and Harmonic Mean

Unit-IV Measures of Variation: Standard Deviation, Mean Deviation and Skewness, Time Series Analysis

Unit-V Correlation & Regression Analysis, Karl Pearson's Coefficient of Correlation & Regression, Lines of Regression, Spearman's Rank correlation, Index Numbers

Suggested Readings:

- D.N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad
- Gupta, S.P.: Business Statistics, Sultan Chand and Sons, New Delhi

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Group III

Paper V Financial Accounting

Course Objective

1. To understand the accounting procedure for different kinds of business.
2. To acquire conceptual and technical knowledge of financial accounting

Course Outcome

At the end the students will be able to handle and maintain the preliminary accounts

Unit-I Accounting and its place in business and relationship with other financial areas, Double entry system. Book Keeping, Advantages, Concepts and conventions, Management – Concept, Need, Importance and Scope, Indian Accounting Standard : Meaning, Scope and Objectives, IFRS- Need, Scope and Significance

Unit-II Types of Books of accounts and their preparation. Journal, Ledger, Trial Balance Depreciation

Unit-III Preparation of final Account, Profit and Loss Account and Balance Sheet, Departmental A/C and Branch A/C

Unit-IV Cost Accounting: Record and Process, Bank Reconciliation statement, Royalty Account. Accounting record in the books of lease & landlord (When royalty is less than and more than minimum rent)

Unit- V Hire Purchase Accounts: Accounting records in the books of purchaser and vendor, Budget and Budgetary Controls

Suggested Readings

1. Jain & Narang, Financial Accounting: 18th edition: Kalyani Publication Mumbai, 2011.
2. Gupta R.L., & Radhaswamy M, Financial Accounting, 16th edition, Sultan Chand & Sons, New Delhi, 2010
3. Gupta R.L., & Gupta V.K Financial Accounting, Sultan Chand Publications, New Delhi, 2010
4. Tulsian P.C, Financial Accounting, Tata McGraw-Hill Publication, New Delhi, 2012
5. Anthony R N and Reece, J S, Accounting principles, 6th edition, Homewood , Illnios

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Group III
PAPER VI BUSINESS MATHEMATICS

Course Objective

1. To understand and use equations, formulae, and mathematical expressions.

Course Outcome

Upon successful completion of this paper, the students will be able to:

1. Demonstrate mathematical skills required in mathematically intensive areas in commerce such as Finance and Economics
2. Demonstrate critical thinking, modeling, and problem solving skills in a variety of contexts.

Unit I: Introduction to Sets, Forms and types of set. Venn Diagram, Basic Operations on Set. Union and Intersection of Set. Demorgan's Law for two sets.

Unit II: Linear Equation in Two Variables, Solution of Linear Equation, Linear Equalities. Solution Set for equalities. Graphical Solution. Quadratic Equation. Root and Coefficient of Quadratic equation. Relation between root and Coefficient. Introduction to Linear Programming. Formulation and Graphical Method.

Unit III: Determinants and Matrices, Matrix-Definition. Types. Basic Operation on Matrices. Transpose of Matrix. Determinants. Minors and Co factors. Adjoint and Inverse of Matrix.

Unit IV: Limits, Continuity and Logarithmic Function (Introductory), Logarithm-Use of logarithmic formulae.

Unit V: Calculus Integral Calculus: Standard formulas on Algebraic. Exponential and Logarithmic Integral. Definite and indefinite integral (Introductory). Maxima and Minima Functions.

SUGGESTED READING:

1. V. Sundaresan and S.B. Jeysoelan: An Introduction to Business Mathematics, S. Chand & Co. Pvt. Ltd, New Delhi.
2. M. Raghavanchari: Mathematics for Management- An introduction, Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. S. M. Shukla, Business Mathematics, Sahitya Bhawan, Agra.

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