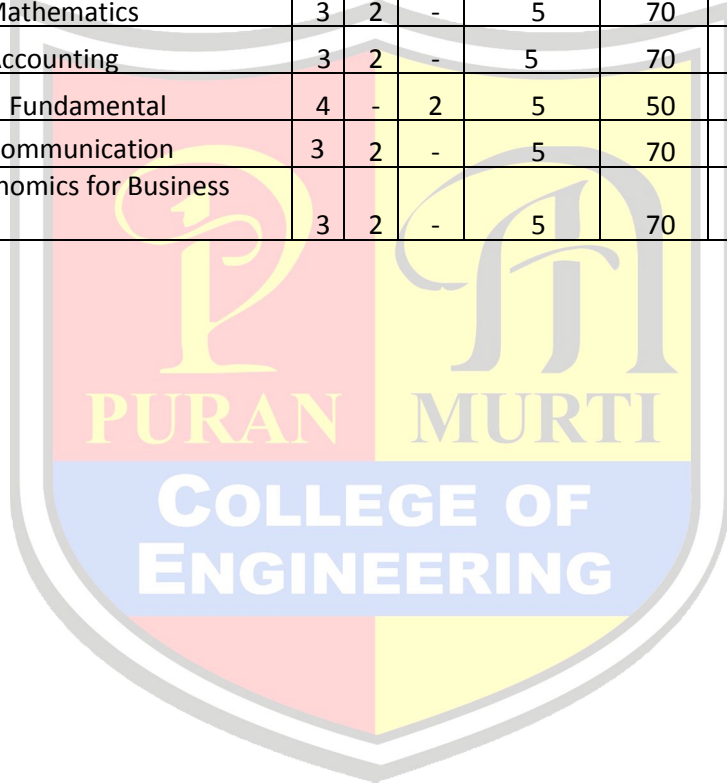




SCHEME OF STUDIES & EXAMINATIONS
Department:-Bachelor of Business Administration 1st Semester

Sr. No	Paper No.	Title of paper(s)	Periods			Credits	External Marks	Internal Assessment	Practical Marks	Total Marks
			L	T	P					
1	BBA 101	Business Organization	3	2	-	5	70	30	-	100
2	BBA 103	Business Mathematics	3	2	-	5	70	30	-	100
3	BBA 105	Financial Accounting	3	2	-	5	70	30	-	100
4	BBA 107	Computer Fundamental	4	-	2	5	50	-	50	100
5	BBA 109	Business Communication	3	2	-	5	70	30	-	100
6	BBA 111	Micro-economics for Business Decisions	3	2	-	5	70	30	-	100





SYLLABUS: BBA

Department: Bachelor of Business Administration – 1st Semester

Subject: Business Organization (Theory)

Subject Code: BBA 101

Detailed Content

Unit No.1 Introduction

- Topic No.1 : Nature & Scope of Business
- Topic No.2 : Business as a system
- Topic No.3 : Objectives of Business
- Topic No.4 : Business and environmental interface
- Topic No.5 : Distinction between business, commerce and trade

Unit No.2 Forms of Business organization

- Topic No.6 : Sole proprietorship
- Topic No.7 : Partnership
- Topic No.8 : Joint Stock Company
- Topic No.9 : Types of company
- Topic No.10 : Cooperative societies
- Topic No.11 : Multinational company

Unit No.3 Entrepreneurship

- Topic No.12 : Nature & concept of entrepreneurship
- Topic No.13 : Entrepreneurial opportunities in contemporary business environment
- Topic No.14 : Process in setting up a business
- Topic No.15 : Choice of a business form
- Topic No.16 : Feasibility and preparation business plan

Unit No.4 Government and business interface Topic No.17 Stock exchange in India

- Topic No.18 : Business combination: concept& causes
- Topic No.19 : FICCI
- Topic No.20 : CCI

Study Scheme				Evaluation Scheme			Total Marks
Lectures per week		Internal Assessment		External Assessment (Examination)			
L	T	P	Credits	Max. Marks	Max. Marks	Exam Duration	
3	2	-	5	30	70	3 hours	100

Suggested Book:

1. Talloo, Thelman J., Business Organization and Management ,TMH , New Delhi
2. Vasisth, Neeru, Business Organization, Taxman, New Delhi
3. Tulsian, P.C, Business Organization Pearson Education, New Delhi

Note: Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit.



SYLLABUS: BBA

Department: Bachelor of Business Administration – 1st Semester

Subject: Business Mathematics (Theory)

Subject Code: BBA 103

Detailed Content

Unit No.1 Theory of Sets

- Topic No.1 : Meaning, elements and types
- Topic No.2 : Presentation and equality of sets
- Topic No.3 : Union, intersection, compliment & difference of sets
- Topic No.4 : Venn diagrams
- Topic No.5 : Cartesian product of two sets
- Topic No.6 : Applications of set theory

Unit No.2

- Topic No.7 : Indices & logarithms
- Topic No.8 : Arithmetic and geometric progressions and their business applications
- Topic No.9 : Sum of first n natural numbers
- Topic No.10 : Sum of squares and cubes of first n natural numbers

Unit No.3 Permutation and combination

- Topic No.11 : Permutations,
- Topic No.12 : Combinations
- Topic No.13 : Binomial theorem (positive index)

Unit No.4

- Topic No.14 : Types and properties of matrix
- Topic No.15 : Addition and multiplication of matrix
- Topic No.16 : Transpose and inverse of matrix
- Topic No.17 : Properties of determinants
- Topic No.18 : Solution of simultaneous Linear Equations
- Topic No.19 : Differentiation and integration of standard algebraic functions
- Topic No.20 : Business applications of matrices
- Topic No.21 : Differentiation and integration

Study Scheme				Evaluation Scheme			Total Marks
Lectures per week		Credits		Internal Assessment	External Assessment (Examination)		
L	T	P	Credits	Max. Marks	Max. Marks	Exam Duration	
3	2	-	5	30	70	3 hours	100

Suggested Book:

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

Note: Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit.



SYLLABUS: BBA

Department: Bachelor of Business Administration – 1st Semester

Subject: Business Financial Accounting (Theory)

Subject Code: BBA 105

Detailed Content

Unit No.1 Introduction

- Topic No.1 : Meaning Nature & Scope of Accounting
- Topic No.2 : Accounting principal
- Topic No.3 : Accounting process
- Topic No.4 : Recording of business transaction
- Topic No.5 : Preparation of Trail Balance

Unit No.2 Depreciation &Final Account

- Topic No.6 : Meaning & nature of depreciation
- Topic No.7 : Method of depreciation
- Topic No.8 : Preparation of final account (with adjustment)

Unit No.3 Rectification & Error

- Topic No.9 : Rectification of error
- Topic No.10 : Account of nonprofit organization
- Topic No.11 : Joint venture accounts

Unit No.4 Hire purchase system

- Topic No.12 : Lease system
- Topic No.13 : Installment purchase system
- Topic No.14 : Consignment account

Study Scheme				Evaluation Scheme			Total Marks
Lectures per week				Internal Assessment	External Assessment (Examination)		
L	T	P	Credits	Max. Marks	Max. Marks	Exam Duration	
3	2	-	5	30	70	3 hours	100

Suggested Book:

1. Gupta R.L., Advanced Accounting Vol.I. S Chand & Sons, New Delhi
2. 4..Monga, J.R., Financial Accountig, Margin paper Bank, New Delhi
3. Meheswari S.N., Advanced Accounting Vol.I, Vikas Publication
4. Shah: Basic Financial Accounting Oxford University Press

Note: Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit.



SYLLABUS: BBA

Department: Bachelor of Business Administration – 1st Semester

Subject: Computer Fundamental (Theory)

Subject Code: BBA 107

Detailed Content

Unit No.1 Introduction

- Topic No.1 : Introduction of Computers
- Topic No.2 : Digital and Analog Computers
- Topic No.3 : Evolution of Digital Computers
- Topic No.4 : Major Components of a Digital Computer
- Topic No.5 : Explain Common Terms:
 - Hardware
 - Software
 - Firmware
 - Middleware
 - Freeware

Topic No.6 : Computer Applications

Unit No.2 Decimal Number System

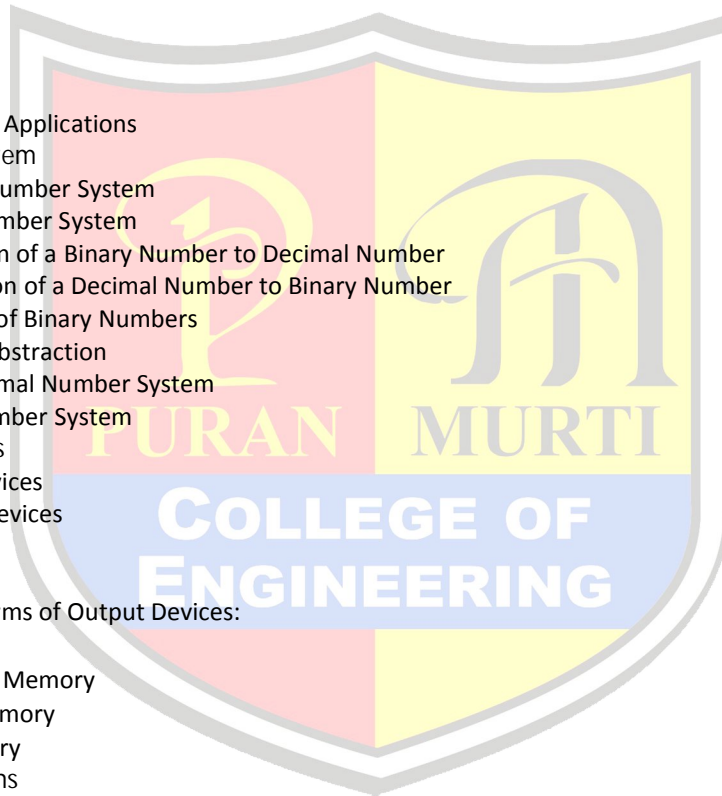
- Topic No.7 : Decimal Number System
- Topic No.8 : Binary Number System
- Topic No.9 : Conversion of a Binary Number to Decimal Number
- Topic No.10 : Conversion of a Decimal Number to Binary Number
- Topic No.11 : Addition of Binary Numbers
- Topic No.12 : Binary Subtraction
- Topic No.13 : Hexadecimal Number System
- Topic No.14 : Octal Number System

Unit No.3 Input/Output Devices

- Topic No.15 : Input Devices
- Topic No.16 : Output Devices
- Topic No.17 : Printers
- Topic No.18 : Plotters
- Topic No.19 : Other Forms of Output Devices:
 - Memory
 - Types of Main Memory
 - Secondary Memory
 - Backup Memory

Unit No.4 Computer Applications

- Topic No.20 : Computer Applications in Offices
- Topic No.21 : Use of Computers in Books Publications
- Topic No.22 : Desktop Publishing System
- Topic No.23 : Application of Computers for Data Analysis
- Topic No.24 : Application of Computer in Education
- Topic No.25 : Application of Computer in Banks
- Topic No.26 : Application of Computer in Medical Field





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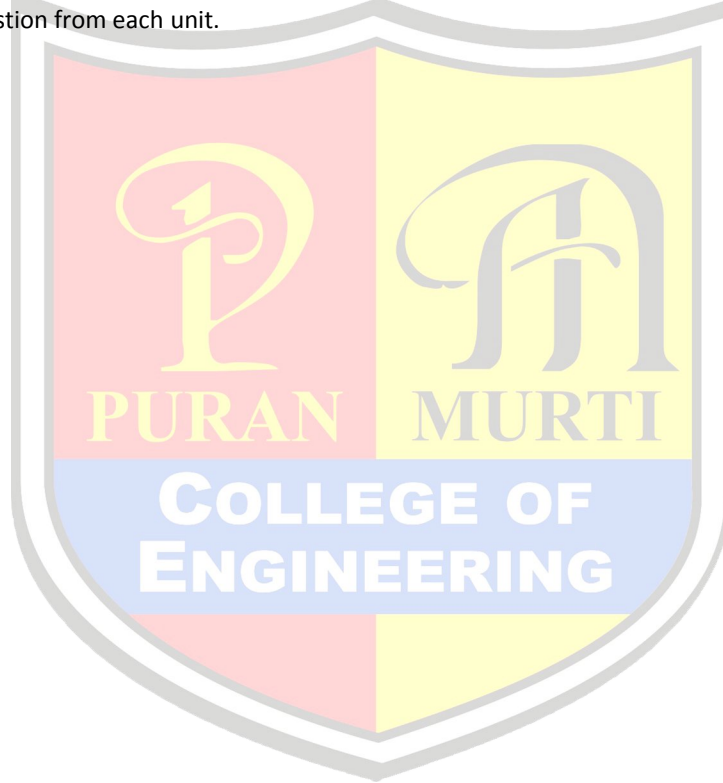
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Affiliated to Deenbandhu Chhotu Ram University of Science & Technology

Study Scheme				Evaluation Scheme			Total Marks
Lectures per week				Internal Assessment	External Assessment (Examination)		
L	T	P	Credits	Max. Marks	Max. Marks	Exam Duration	
4	-	2	5	50	50	3 hours	

Suggested Book:

1. Gill, Nasib ,Computer Fundamental and Internet
2. Saxena,Computer Application In Management
3. B.Ram,Computer Fundamental , New age Publication, New Delhi
4. Rajaraman, V., Computer Fundamental,PHI, New Delhi

Note: Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit.





SYLLABUS: BBA

Department: Bachelor of Business Administration – 1st Semester

Subject: Business Communication (Theory)

Subject Code: BBA 109

Detailed Content

Unit No.1 Business communication

- Topic No.1 : Meaning, Nature & Process of business communication
- Topic No.2 : Forms of communication
- Topic No.3 : Role of communication skills in business
- Topic No.4 : Communication network
- Topic No.5 : Barriers to communication

Unit No.2 Communication skills

- Topic No.6 : listening skills
- Topic No.7 : Cognitive process of listening
- Topic No.8 : Barrier to listening
- Topic No.9 : Speaking skills
- Topic No.10: Public speaking
- Topic No.11: Voice modulation
- Topic No.12: Body Language

Unit No.3 written skills

- Topic No.13: Types, structure and layout of business letter
- Topic No.14: Presentative letter
- Topic No.15: Sales & claim letter
- Topic No.16: Employment letter
- Topic No.17: writing memo
- Topic No.18: Notice & Circular

Unit No.4 Business Report

- Topic No.19: Purpose & types of report
- Topic No.20: Framework of business report
- Topic No.21: Presentation of report
- Topic No.22: Brochures
- Topic No.23: Issuing notice and agenda of meeting
- Topic No.24: Recording of minutes of meeting

Study Scheme				Evaluation Scheme			Total Marks
Lectures per week				Internal Assessment	External Assessment (Examination)		
L	T	P	Credits	Max. Marks	Max. Marks	Exam Duration	
3	2	-	5	30	70	3 hours	100

Suggested Book:

1. Koneru, Arun, Professional communication, Tata McGraw Hill, New Delhi
2. Das, Baswajit and ipseeta satpathy, Business communication and Personality Development, Excel Books, New Delhi
3. McGrath, E.H., Basic Management skills for all, Prentice Hall of India New Delhi

Note: Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit.



SYLLABUS: BBA

Department: Bachelor of Business Administration – 1st Semester

Subject: Micro Economics for Business Decision (Theory)

Subject Code: BBA 111

Detailed Content

Unit No.1 Introduction

- Topic No.1 : Meaning, Nature & Scope of Micro economics
- Topic No.2 : Determinants of Demand
- Topic No.3 : Law of Demand
- Topic No.4 : Price, Cross & Income elasticity
- Topic No.5 : Law of supply
- Topic No.6 : Elasticity of supply
- Topic No.7 : Competitive & Consumer Equilibrium
- Topic No.8 : Utility and indifference curve approaches

Unit No.2 Production Function & cost

- Topic No.9 : Short run and long run production function
- Topic No.10 : Law of return
- Topic No.11 : Classification of cost
- Topic No.12 : short runs and long run cost curve & relationship
- Topic No.13 : Internal and external economies of scale
- Topic No.14 : Revenue curve
- Topic No.15 : Optimum size of firm
- Topic No. 16 : Factor affecting the optimum size
- Topic No.17 : Location of firms

Unit No.3 Equilibrium of the firm and industry

- Topic No.18 : Perfect competition
- Topic No.19 : Monopoly
- Topic No.20 : Monopolistic Competition
- Topic No.21 : Discriminating Monopoly
- Topic No.22 : Aspects of non-price competition
- Topic No.23 : oligopolistic Behavior

Unit No.4 Factor of production & Theory

- Topic No.24 : characteristics of various of production
- Topic No.25 : Marginal productivity theory
- Topic No.26 : Modern Theory of Distribution
- Topic No.27 : Determination of rent
- Topic No.28 : Alternative theories of interest and wage

Study Scheme				Evaluation Scheme			Total Marks
Lectures per week				Internal Assessment	External Assessment (Examination)		
L	T	P	Credits	Max. Marks	Max. Marks	Exam Duration	
3	2	-	5	30	70	3 hours	100



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Suggested Book:

1. D,Salvatore , Principal Of Microeconomics2/e, Oxford University Press
2. Mark hirschey , Managerial Economics ,Thomson, South Westren ,New Delhi
3. P.L.Mehta , Managerial Economics,Sultan chand , New Delhi

Note: Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit.

