

SINGHANIA UNIVERSITY

Detailed Syllabus BBA

SYLLABUS & SCHEME

Subject Code	Subject Name	Year	Scheme			IA	ESE	Total Marks
			L	T	P			
BBA~101	Business & Management	Year 1	4			30	70	100
BBA~102	Business Communication	Year 1	3	1		30	70	100
BBA~103	Legal Aspects of Indian Business	Year 1	4			30	70	100
BBA~104	Business Economics	Year 1	4			30	70	100
BBA~105	Fundamentals of Accounting	Year 1	4			30	70	100
BBA~106	Computer Fundamentals	Year 1	4			30	70	100
	TOTAL :					180	420	600
BBA~201	Strategic Marketing	Year 2	4			30	70	100
BBA~202	Marketing Management	Year 2			4	30	70	100
BBA~203	Human Resource Management	Year 2			4	30	70	100
BBA~204	Business Finance	Year 2			4	30	70	100
BBA~205	Quantitative Techniques	Year 2			4	30	70	100
BBA~206	Management Information System	Year 2	3	1		30	70	100
	TOTAL :					180	420	600
BBA~301	Organizational Behaviour	Year 3	4			30	70	100
BBA~302	Risk & Insurance Management	Year 3			4	30	70	100
BBA~303	International Business	Year 3			4	30	70	100
BBA~304	Cost & Management Accounting	Year 3			4	30	70	100
BBA~305	E-Commerce	Year 3			4	30	70	100
BBA~306	Project	Year 3	3	1		30	70	100
	TOTAL :					180	420	600
	GRAND TOTAL :							1800

B.B.A - 1st Year
BBA~101: Business & Management

Unit-I

Business & Management: Features and scope of Business. Elementary knowledge of Trade, Industry and Commerce, Types of Industries, Forms of ownership- Sole trading, Partnership, Company, Cooperatives, Joint sector, Public Enterprises.

Unit-II

Concept of management, Nature and scope of management. Management Functions, Functional areas of Management (elementary knowledge only), Principles of Management, Schools of Management Thought.

Unit-III

Planning: Nature and components of planning. Types of plans, Process of planning, Effective planning, MBO.

Decision-making: Process and Techniques of decision-making.

Unit-IV

Organisation: Definition, Principles of organisation, Forms of structure, Formal and informal Organisation, Delegation of authority.

Leadership: Function and Theories of Leadership, Leadership Styles.

Coordination: Principles and Techniques of coordination, Effective coordination

Unit-V

Motivation: Human needs, Techniques of motivation, Sound motivation system, Theories of motivation (suggested by Maslow, Herzberg, McGregor, Victor Vroom)

Control: Nature and process of control, Techniques of control elementary knowledge only.

Effective control system

Books recommended:

- 1 Koontz and weihrich—Essentials of Management (Tata McGraw Hill Co.)
- 2 Newman, Warren & McGill—The process of management (Prentice-Hill of India Pvt, Ltd,)
- 3 Terry and Franklin—Principles of Management (All India Travellers Booksellers)
- 4 Toseph L. Massie—Essentials of management (Prentice Hall of India)
- 5 Stoner, Freeman and Gilbert—Management (Prentic Hall of India)
- 6 Robert N. Lussier-M, Lussier—Management Fundamentals (South-Western college Publishing)
- 7 Dr B.S. Mathur—Principles of Management (National Publishing House, Chaura Rasta, Jaipur)
- 8 M.J. Mathew-Business Management (Sheelsons, Jaipur)
- 9 G.S. Sudha—Business Management (RBSA, Jaipur)

BBA~102: Business Communication

Unit-I

Concept and objectives of Communication, Effective Communication, Communication Process, Types of Communication-Upward and Downward Horizontal. Grapevine

Unit-II

Media of Communication: Written, oral, face-to-face, visual, audio-visual, modern media
telex, fax teleconferencing, E-mail, media of non-verbal communication, kinesics effects.

Unit-III

Barriers to communication: Wrong choice of medium, Physical barriers, Semantic barriers,
Different comprehension of reality, Socio-psychological barriers.

Unit-IV

Aids to correct writing: Tenses, Modals, Conditional Infinitives, gerunds and participles, Active
and Passive voice, Subject-verb agreement, Common errors.

Unit-V

Practical aspects of business communication: Report writing, Public speaking, Seminar
Presentation, Interview, group discussion Effective listening

Writing Skills: types of business letters and letters writing.

Books recommended:

- 1 Rajendra Pal and J.S. Korlahalli- Essentials of Business Communication (Sultan Chand & Sons)
- 2 C.S. Rayed—Communication (Mumbai: Himalaya Publishing House)
- 3 C.B. Gupta—Business Communication & Customer Relations (Sultan Chand & Sons)
- 4 Parag Diwan—Communication Management (Deep & Deep publication Pvt. Ltd.)
- 5 Ronald E. Dulek and John S. Fielden—Principles of Business Communication (Macmillan Publishing Co.)
- 6 Karl Erik Rosengern—Communication—An Introduction (Sage Publications)
- 7 Webster's Guide to Effective Letter Writing – Harper & Rom.
- 8 Krishna Mohan and Meera Banerji—Developing Communication Skill (Macmillan India Ltd)

BBA~103 : Legal Aspects of Indian Business

Unit-I

Law of contract: Nature of contract, Classifications, Offer and Acceptance, Capacity to contract, Free Consent, Consideration, Legality of object, Agreement declared void, Performance of Contract, Discharge of Contract, Remedies for breach of contract.

Unit-II

Special Contract: Indemnity, Guarantee, Agency.

Unit-III

Sale of Goods Act: Formation of Contract of sale, Goods and their classification, price conditions & warranties, Passing of property in goods, Performance of contract of sale, Unpaid seller, sale by auction.

Unit-IV

Negotiable Instruments Act: Definition of Negotiable Instruments, Features, Promissory note, Bill of Exchange & cheque, Holder & Holder in due course, Crossing of cheque, Types of crossing, Dishonours of cheque.

Unit-V

Indian Companies Act: Meaning & Nature of company, Lifting of Corporate veil: Functions, Duties, Liabilities and Right of Promoters: Procedure of Registration: Contents and alteration of Memorandum and Articles of Association, Prospectus, Statement in lieu of Prospectus.

Directors: Power and Duties, Appointment and Removal of Directors, Appointment and Role of company secretary.

Books recommended:

- 1 Avtar Singh—Company Law (Eastern Books Co. Lucknow)
- 2 Gulshan and Kapoor—Business Law.
- 3 Avtar Singh— Mercantile Law (Eastern Books Co. Lucknow)
- 4 M.J Matthew— Commercial Law (RBSA, Jaipur)
- 5 M.J Matthew—Company Law (RBSA, Jaipur)
- 6 Majumdar and Kapoor—Company Law and Practice (Taxman New Delhi)

BBA~104: Business Economics

Unit-I

Meaning and scope of Economics: Micro vs Macro Economics Methodology of Economics.

Utility Analysis: Law of Diminishing Marginal Utility, Equimarginal utility, Consumer's surplus,

Unit-II

Indifference Curve Analysis Law of Demand. Demand Forecasting.

Laws of Returns: Production Function in Short-Run and Long-Run

Unit-III

Market Cost and Revenue analysis: Pricing under perfect Competition Monopoly, Monopolistic Competition, Oligopoly.

Unit-IV

Theory of Factor Pricing: Marginal Productivity Theory of Distribution. Rent, Wages, Interest, Profit

Unit-V

National Income Analysis: Various concept, Measurement and Economic Welfare.

Keynes and classicism: Brief study of keynesian Theory of Employment. Business Cycles.

Growth vs Development: Theories OF Economic Growth.

Books recommended:

- 1 M.L Seth — Principles of Economics, Laxmi Agarwal, Agra
- 2 M.L. Jhingan— Principles of Economics, Vikas, New Delhi
- 3 Paul A. Samuelson ~ Economics, McGraw Hill International New York
- 4 D.N Dwivedi— Managerial Economics, Vikas, New Delhi.
- 5 N.D Mathur—Business Economics, Shivam Books House(P) Ltd. Jaipur
- 6 D.M Mithani— Fundamental of Business and Managerial Economics, Himalays Publishing
- 7 U.L Mote, Samule Pual and G.S Gupta— Managerial Economics Tata Mcgraw Hill Mumbai

BBA~105: Fundamentals of Accounting

Unit-I

Generally Accepted Accounting Principles: Concepts and Conventions, Accounting Equation, Books of Original Record, Journal and Subsidiary Books, Ledger, Trial Balance.

Unit-II

Depreciation, Provision and Reserves, Rectification of Errors, Preparation of Final Account with Adjustments.

Unit-III

Bank Reconciliation Statement.

Accounting of Non-Profit Organisations and Professional People.

Insurance claims for loss of stock and loss of profit.

Unit-IV

Issue and Forfeiture of Equity Shares, Issue and Redemption of Preference Shares and Debentures.

Unit-V

Financial Statements of Companies including Managerial Remuneration.

Disposal of Profits and Issue of Bonus Shares.

Books Recommended:

1. Shukla & Grewal- Advanced Accounts.
2. S.N Maheshwari-Advanced Accountancy, Vol I & II
3. Sharma & Bhardwaj-Book-keeping & Accountancy.
4. Sharma, Shah & Agarwal-Financial Accounting.
5. Monga, Sehgal, Ahuja-Advanced Accounts, Vol I & II
6. R. L. Gupta & M. Radhaswamy- Advanced Accountancy, Vol I & II

BBA~106: Computer Fundamentals

Unit-I

- 1 Introduction to computers and related Terminology (Basic Information only)
- (a) Hardware CPU—(Motherboard, Microprocessor, (The intel) Pentium III AMD and Cyrix), MMX Technology, System Clock, Address Bus, Data Bus (PCI & EISA) Cache Memory Processing Speed, Expansion Slots (Video Controller, Sound cards, SCSI, Network card), Memory—(Unit RAM, ROM, EDO RAM, SD RAM), Input and output Devices—Keyboard (The Standard Keyboard layout) Mouse Printers (Dot-Matrix, Ink-jet, Laser Jet) Microphone, Speakers, Modem, Scanner, Digital Cameras) Storage Devices Diskette Drive (Types, Density, Formatting Boot Record FAT Folder Directory) Hard Disk Drive CD ROM Drive, (C.D /rom Speeds) CD-R Drive, DVD Rom Drive, Tape Drive
- (b) Software—Introduction to Programming Languages, systems software (Operating system and utilities) Application Software (Word Processors Spreadsheet, DBMS, Presentation Graphics, Browsers Personal Information Managers) Introduction to Multilingual word processors.
- (c) Communications and Connectivity—Data Communication system. Data transmission (Serial Parallel, bandwidth, protocols) E-Mail FAX Voice and video messaging, video conferencing, Online services user connection (types) Networking of Computers (Node, Client server LAN, WAN) Using the network, The Internet and the web.

Unit-II

- 2 Operating System (Working Knowledge at Common Users Level Only)
- Overview of important DOS commands, windows 98: Installation scandisk, Control Panel, Taskbar Toolbars, Display setting (Background Wallpaper Screensaver, Desktop themes) Files and Folder management, Windows Explorer, Finding Files and Folders, Formatting Disks and Copying files, Printer Settings.
- Modem Installation Mouse Installation Adding and Removing Programmes, Active Desktop Concepts, Winzip and its applications Norton Antivirus and its use. Use of calculators, Paintbrush, Winmap MPEG player and Window help.

Unit-III

- 3 Application Software (Working Knowledge at common users Level only)
- (a) Word Processing Software—MS Word
- Entering, Editing and formatting text document formats page size and orientation, Headers and Footers, Columns and sections page layout) Spelling and Grammar checkers. Thesaurus Find and Replace Cut and Paste. Tables and formatting tables Mails Merge Style and Templates.

Unit-IV

(b) Spreadsheet Programme- MS Excel

Entering Data, labels Values Dates Formulas Cell reference Formats Functions Templates Charts and Maps Analysing data in a spreadsheet.

© DBMS--- Microsoft Sccess

Database, Entering data into the database Creating Databse tables editing data, Viewing Record, Shorting record, Querying a database, generating reports.

Unit-V

- 4 **Computer Programming: Algorithm devolopment—step in programme development problem indentification task analysis, Data anatyis GIGO Outputs and Inputs Pseudo cods Algorithms, Flow Charting Programme coding testing and debugging.**

Programming (Using C Language) Data Types, Variables and constants, Expressions, Operators and assignments statement control statement console I/O Arrays functions Dynamics data structure in C-pointers, Structures and Uniouns and user defined variables. File Handling. The C-preprocessor C-standard Library and Header files.Simple Programming ecercise