

SEMESTER I

BBA 101: Business Organization

Course Objective:

To develop an understanding of the business enterprise, trade, commerce and Industry- its formation, procedures and functioning

Course Content:

Unit I

Concept, Nature and Scope of Business; Concept of business as a system; Business and Environment Interface; Classification of Business Activities

Forms of Ownership: Sole Proprietorship, Joint Hindu Family Firm, Partnership Firm, Joint Stock Company, Co-operative Organization; Types of Companies- organs of the company, company meetings & Resolutions. Choice of form of Organization, Stages of formation & Establishment of a firm

Unit II

SMEs: Meaning & Characteristics of Small Business, Need, Significance & Problems, Role of small business in a developing Economy

Public Sector: Concept, Rationale, Forms of Public Enterprises, Government Programmes, Problems

Unit III

Government & Business Interface: Rationale, Forms of Government and Business Interface.

Business Risk: Meaning, Nature, Causes, Types, Risk Management, Methods of Handling Risk.

Unit IV

Business Combinations: Concept & Causes, Types and various forms of business combinations; Business Associations: Chambers of Commerce and Industry in India, FICCI, CII, ASSOCHAM, AIMO etc.

SUGGESTED READINGS

❑ Fundamentals of Business Organization and Management Y.K.Bhushan

❑ Business Organization & Management C.B.Gupta

❑ Business Organization T.N.Chhabra

BBA 102: Business Mathematics

Course Objective:

To enable the students to interpret and solve business-related word problems and to develop simple mathematical models from a business perspective

Course Content:

Unit I

Percentage Ratio & Proportion, discount, Profit & Loss, simple interest, compound interest, annuity.

Set Theory; Definition, types of sets, Venn Diagram, equality of sets, operations on sets, Cartesian product of sets,

Functions & Relations: Relations, properties of Binary relations on a set, Equivalence Relations

Business application of sets and functions

Unit II

Matrices and Determinants: Matrices, types of Matrices, addition and multiplication of matrices, multiplication by a scalar, determinants-minor and cofactors, properties of determinants, product of two determinants, inverse of a matrix, application of matrices

Unit III

Algebra: Arithmetical, Geometric and Harmonic progressions, Exponential and Logarithmic series, Binomial theorem, permutation and Combinations

Unit IV

Differentiation and integration, maxima and minima, application of differentiation and integration in business

SUGGESTED READINGS

❑ Business Mathematics R.S.Sondhi

❑ Business Mathematics J.K.Singh

❑ Business Mathematics Quazi. Zameerudin

BBA 103: Business Communication I

Course Objective:

To develop the reading, writing and speaking skills of the students

Course Content:

Unit I

Applied Grammar: Tenses: their role and correct usage, subject- Predicate, Verb agreement,

Voices: active & Passive, Clauses, Conjunctions, Prepositional Phrases, Transformation,

Synthesis, Syntax, Conditional Sentences, Analyzing and Correcting errors in sentences.

Vocabulary- Extension Methods, Synonyms, Antonyms, One word Substitution, words often confused – Idioms & Phrases.

Unit II

Reading & Writing Skills : - Reading comprehension- paraphrase with practical exercises ,

Reading Skills – Intensive & Extensive Reading, Skimming & Scanning, letter writing – types of letters, memorandum; inquiries and their replies, placing and cancelling orders, adjustment letters, accepting and rejecting offers, resume & CV writing, business report writing, application, Precis Writing, E-Mail writing, notifications, Classifications, Press Communique, Endorsement, Noting in files, Letters for Payment reminders.

Unit III

Listening Skills: Definition, Principles & Process of listening, Importance of effective listening, Active & Passive listening, Barriers & guidelines to effective listening

Unit IV

Understanding Business Communication – Concept, definition, nature, importance, components, process, direction, channels, patterns, means/media, barriers, types

SUGGESTED READINGS

❑ Business Communication R.C.Bhatia

❑ High School English Grammar & Composition Wren & Martin

❑ Business Communication K.K.Sinha

BBA 104: Fundamentals of Computers & Information Technology

Course Objective:

To develop an understanding of the basics of computers and knowledge of MS-Office.

Course Content:

Unit I

Basics of Computers

Meaning, Characteristics & Classification of Computers, Types, Generations of Computers, Application of computers in modern society, Virus and Worms, Block Diagram of computer.

Hardware: Input Devices- Keyboard, Mouse, Electronic Pen, Touch Screen, Scanner, OCR

Devices, OMR, Bar-Code Reader, MICR, Speech Recognition Devices

Output Devices – Monitor, Printers, Plotters, Screen Image Projector, Voice Response System.

Storage Devices : Primary Storage- RAM, ROM, PROM, EPROM and EEPROM, Cache

Memory. Secondary Storage – Magnetic Tape, Floppy Disk, Hard Disk, CD-ROM, DVD, Pen Drive, Memory Card.

Unit II

Software: Meaning, Types of Software – System Software and Application Software.

Data Representation : Bits & Bytes, Number System- Binary, Octal, Hexadecimal, BCD

Conversions, Arithmetic Operations based on Binary Number, Introduction to ASCII & EBCDIC.

Unit III

Data Communications & Networks: Modes of Communication, Digital & Analog Signals, modems, Topologies of Network.

Transmission Modes – Simplex, Half Duplex, Duplex, Configuration.

Internet & Browsing: Meaning, Concept, ISP, Uses of Internet, World Wide Web (WWW) and its working, Web Browser and its function, Concept of Search Engines, Chatting.

E-Mail : Concept, E-Mail Address, SMTP, Services, Basics of sending and receiving E-Mails and attaching files with them.

Networks : Meaning, Scope & Benefits of Computer Network, Network Types – LAN, WAN, MAN

Unit IV

Introduction to MS –Office – MS-WORD (Word Processing), MS-Excel(Spread Sheet), MS-PowerPoint (Presentation Graphics) – Features, Uses, Need & Importance for Modern Business Activities.

SUGGESTED READINGS

❑ Basics of Computer M.Morris

❑ Introduction to Computers Peter Norton

❑ Basics of Computer V.Rajaramanna

BBA 105: Fundamentals of Accounting

Course Objective:

To develop an understanding of principles and fundamentals of accounting done by any business organization.

Course Content:

Unit I

Meaning , nature and concepts of financial accounting, Users of accounting information, Accounting Process;; Users of Accounting Information; Single Entry & Double entry book keeping system; Principles of Accounting; Journal; Ledger : Meaning, need & Importance, Advantages, Posting of transactions to Ledger; Numerical Problems on Ledger.

Trial Balance: Preparation, Errors and their Rectification, Numerical Problems on Preparation and Correction of Trial Balance.

Unit II

Final Accounts: Meaning, Types & Objectives, Trading Account, Profit & Loss Account, Balance Sheet Adjustments; Final Accounts of sole traders, Partnership Firm & Non- Profit Organizations; Adjustments at the end of financial year. Bank Reconciliation Statements

Unit III

Depreciation, Provisions and Reserves: Concept of Deprecation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS-6 (Revised) Depreciation Accounting, Provisions and Reserves. Goodwill: Meaning, Importance & Methods of Valuation

Unit IV

Shares and Share Capital: Shares, Share Capital, Accounting Entries, Under subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of Two Classes of Shares, Right Shares, Re-issue of shares.

Debentures: Classification of Debentures, Issue of Debentures, different Terms of Issue of Debentures, Writing off Loss on Issue of Debentures, Accounting Entries, Redemption of Debentures.

BBA 106: Business Environment

Course Objective:

The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India and how they influence managerial decisions.

Course Content:

Unit I

Business Environment: Concepts, Components & Importance, Type of Environment – Internal, External, Micro & Macro; Environmental Scanning, Scope & Characteristics of Business, Objectives, Uses and Limitations of Environmental Analysis. A brief study of the different forms of economic systems.

Unit II

Economic Environment: Nature & Structure of the economy, Monetary & Fiscal Policies, Economic Planning in India, Economic Reforms of 1991.

Unit III

Industrial & Legal Environment: Industrial Growth & Policy, FEMA, Competition Act 2002,.

Unit IV

Socio-Cultural Environment : Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society, Social Audit, Social Class, Groups, Circle, mobility, position & status
Political Environment: Political System, Policies & Stability, Functions of State, Economic roles of Government.

SUGGESTED READINGS

- ❑ Business Environment Francis Cherunillam
- ❑ Business Environment K.Aswathappa
- ❑ Business Environment Suresh Bedi
- ❑ Business Environment Ian Worthington, Chris Britton