

Shakuntala Krishana Institute Of Technology

KD64

SYLLABUS (B.B.A)

BACHELORS OF BUSINESS ADMINISTRATION

BBA First Year (First Semester)

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
1	I	Course/ paper-1	A	F010101T	Business Economics	3
			B		Basic Accounting	3
	I	Course/ paper-2	A	F010102T	Business Statistics	3
			B		Principles of Management	3
	I	Course/ paper-3	A	F010103T	Business Ethics and Governance	3
			B		Computer Applications	3

Programme/Class: Degree	Year:First	Semester: First
Course/ paper-1 (A)		
Course Code: F010101T	Course Title: Business Economics	
Course outcomes: The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows – To provide knowledge about business economics. To provide knowledge about Demand Analysis. To Determine Production and cost analysis. To Make aware with pricing and profit management.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.	6
II	Demand Analysis: Concept of Demand &types of demand; Law of demand, Demand determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting.	8
III	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Short run and long run Cost curves, Economics and diseconomies of scale.	7
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures–Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation and	9

	National income.	
Suggested Readings: <ol style="list-style-type: none"> 1. Varsney & Maheshwari, Managerial Economics 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases 3. D.N.Dwivedi, Managerial Economics 4. D.C.Huge, Managerial Economics 5. 5. Peterson & Lewis, Managerial Economics 		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Degree	Year:First	Semester: First
Course/ paper-1 (B)		
Course Code: F010101T	Course Title: Basic Accounting	
Course outcomes: The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows – To Introduce about Accounting Principles and other aspects of accounting. To provide knowledge about rectification of errors. To make able about valuation of stocks. To make aware with share and Debenture.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.	6

II	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.	10
III	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.	8
IV	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	6
Suggested Readings: <ol style="list-style-type: none"> 1. Agarwal B.D., Advanced Accounting 2. Chawla & Jain, Financial Accounting 3. Chakrawarti K.S., Advanced Accounts. 4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting 5. Jain & Narang, Advanced Accounts 		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Degree	Year:First	Semester: First
Course/ paper-2 (A)		
Course Code: F010102T	Course Title: Business Statistics	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows – To provide knowledge about basic concepts of Statistics. To provide knowledge measurement of central tendency. To give an overview of correlation and regression analysis. To make able to know the sampling and probability.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.	6
II	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.	10
III	Correlation and Regression: Meaning and Types of Correlation, simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression concept, Regression equations and Regression coefficient.	8
IV	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Introduction to Bayes' theorem [Simple numerical]. Introduction to Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Introduction to Test of hypothesis, Type-I and Type-II Errors, Large sample tests. Introduction to MS Excel and its use in Business statistics.	6

Suggested Readings:

1. Agarwal B.D., Advanced Accounting
2. Chawla & Jain, Financial Accounting
3. Chakrawarti K.S., Advanced Accounts.
4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting
5. Jain & Narang, Advanced Accounts

Suggested Continuous Evaluation Methods:

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Suggested equivalent online courses:

Further Suggestions:



Programme/Class: Degree	Year:First	Semester: First
Course/ paper-2 (B)		
Course Code: F010102T	Course Title: Principles of Management	
Course outcomes: The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows – To provide knowledge about management and its principles. To provide knowledge about Managerial functions. To make aware with management thinkers and their contributions.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Concepts, objectives, nature, scope and significance of management,Contribution of Taylor, Weber and Fayol in management, Management Vs. administration..	6
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.	8
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.	6
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	10
Suggested Readings: 1. Pagare Dinkar, Principles of Management 2. Prasad L.M., Principles and Practice of Management 3. Satya Narayan and Raw VSP, Principles and Practice of Management 4. Srivastava and Chunawalla, Management Principles and Practice		

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

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Further Suggestions:

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Programme/Class: Degree	Year:First	Semester: First
Course/ paper-3 (A)		
Course Code: F010103T	Course Title: Business Ethics and Governance	
Course outcomes: The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows – To develop understanding of business ethics and values. To provide relationship between ethics and corporate excellence. To give an overview about Gandhian philosophy and social responsibility.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Concept and nature of ethics; ethics, values and behavior; development of ethics, relevance of ethics and values in business, Arguments against business ethics.	6
II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.	8
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhi's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	8
IV	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.	8
Suggested Readings: 1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers. 2. Chakraborty S.K., Human values for Managers 3. McCarthy, F.J., Basic Marketing 4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision		

making and practical learning.

Suggested equivalent online courses:

Further Suggestions:



Programme/Class: Degree	Year:First	Semester: First
Course/ paper-3 (B)		
Course Code: F010103T	Course Title: Computer Applications	
Course outcomes: The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows – To provide knowledge about computer and its application. To provide knowledge about components and working on computer. To give an overview about software system and Data base management.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis Programming Concept, Software Development process.	8
II	Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows, GUI, Other system software's.	7
III	Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation.	7
IV	Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy & amp; data file structure, Use of files in Programming. Relevance of Data base management system, data base manager, data communication, networking, LAN & amp; WAN, Real Time Sharing, On line & off line processing.	8

Suggested Readings: <ol style="list-style-type: none"> 1. P. K. Sinha & P. Sinha, Computer Fundamentals, BPB Publication 2. V. Rajaraman, Computer Fundamentals, PHI 3. Tannenbaum, Computer Applications and Networks 4. 'O' Brien, Management Information Systems
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.
Suggested equivalent online courses:
Further Suggestions:

