

# **BBA COURSE STRUCTURE**

## **SEMESTER – I**

**BBA-101:**

**Business Organization**

**Max. Marks: 100**

**External Assessment: 90**

**Internal Assessment: 10**

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**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.**

Distinctive features of different forms of business organization; sole proprietor, partnership-characteristics, registration, partnership deed, partner's rights, duties and liabilities, dissolution of partnership.

Joint stock company-Concept characteristics types, formation of company.

Co-operative and state ownership: forms of organization, nonprofit organizations, Forms of Business organizations in new millennium.

### **References**

- C.R. Basu : Business Organization & Principles of Management  
P.C. Tulsian & Vishal Pandey : Business Organization & Management  
Frank R. Mason : Business Principles & Organization

**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.**

Basic Accounting- Nature, scope and objectives of accounting; accounting as information system, users of accounting information, GAAP Vs FSAB, Accounting equation: Accounting concepts and conventions, capital and revenue expenditure; Principles of financial accounts.

Journal and Ledger: Double Entry System; Journal and recording of entries in journal with narration; Ledger – Posting from Journal to respective ledger accounts.

Trial Balance: Need and objectives; Application of Trial Balance; Different types of errors escaped trial balance preparation; Rectification of errors.

Final Accounts: Concept of adjustment; Preparation of Trading Account and Profit and Loss Account. Preparation of Balance Sheet

**References:**

1. Jain and Narang : Financial Accounting
2. S.N. Maheshwari : An Introduction to Accountancy
3. Mukherjee & Hanif : Fundamentals of Accounting

**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.**

Managerial economics: meaning nature and scope. Objectives of firm, equilibrium, utility, opportunity cost, marginal and incremental principles.

Theory of demand: Nature of demand for a product, individual demand, market demand, determinants of demand. Law of demand, Elasticity of demand and its determinants.

Theory of Consumer Behavior: Cardinal Utility analysis, indifference curve analysis, applications of indifference curves.

Theory of production and costs: The concept of production function, production with one and two variable inputs, theory of cost in short run and long run, revenue function.

Theory of firm and market organization: pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly.

### **References**

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|----|-----------------------|---|-----------------------|
| 1. | Koutsoyiannis         | : | Modern Microeconomics |
| 2. | Varshney & Maheshwari | : | Managerial Economics  |
| 3. | Mote, Paul & Gupta    | : | Managerial Economics  |
| 4. | Ferguson & Gould      | : | Microeconomics        |

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Set theory, logical statements and truth tables, linear and quadratic equations. Permutations and combinations. Binomial theorem,

Limit and continuity, differential calculus (including maxima and minima; excluding trigonometric functions).

Matrices: Meaning and elementary operations on matrices, inverse of matrix, solution to linear equations (based on payroll, wages and commission) using Cramer's rule and matrix inversion method,

**References:**

1. Matrix Algebra : An Introduction (quantitative application) by Krishan Namboodiri
2. Schaun's outline of theory and problems of matrix operations by Richard Branson
3. Shanti Narayan : A text book of matrices

उद्देश्य : प्रस्तुत प्रश्न-पत्र का उद्देश्य वाणिज्य एवं प्रबन्धन से जुड़े विद्यार्थियों को राजभाषा / राष्ट्रभाषा हिन्दी का व्यावहारिक ज्ञान प्रदान करना है, ताकि वे जनसामान्य तक अपनी बात, उनकी अपनी भाषा में, समझा सकें ।

राजभाषा अधिनियम, राष्ट्रपति के अध्यादेश तथा केन्द्रीय सरकार की हिन्दी शिक्षण -योजना ।

पत्राचार के विविध रूप (मूल पत्र, पत्रोत्तर, पावती, अनुस्मारक, अर्द्धसरकारी, ज्ञापन, परिपत्र, आदेश, पृष्ठांकन, अन्तःविभागीय टिप्पण, निविदा सूचना, विज्ञापन, प्रैस विज्ञप्ति, प्रैस नोट, प्रतिवेदन)

अनुवाद : स्वरूप, प्रकृति, प्रक्रिया, वर्गीकरण, व्यावहारिक अनुवाद (प्रदत्त अंग्रेजी/हिन्दी अनुच्छेद का अनुवाद), अनुमाषण (आशु अनुवाद)

पल्लवन : परिभाषा, प्रक्रिया और गुण

संक्षेपण : परिभाषा, विधि और गुण

पारिभाषिक शब्दावली (मंत्रालयों, उपक्रमों, निगमों, बैंकों, रेलवे-क्षेत्रों, राडया तथा दूरदर्शन में प्रयुक्त पारिभाषिक शब्दों और वाक्यांशों का अध्ययन)

निबन्ध-लेखन (निम्नलिखित विषयों में से चार-पांच विषय दिए जायेंगे, जिनमें से लगभग 300 शब्दों पर आधारित एक निबन्ध लिखना होगा )

1. वाणिज्य अध्ययन में हिन्दी की उपयोगिता
2. उपमोक्ता, बाजार और वाणिज्य
3. बैंक और वाणिज्य
4. कुशल प्रबन्धन और वाणिज्य
5. विज्ञापन और वाणिज्य
6. वाणिज्य विकास में कम्प्यूटर की भूमिका
7. श्रमिक असंतोष का उद्योग जगत पर प्रभाव
8. जनसंख्या वृद्धि का राष्ट्र-समृद्धि पर प्रभाव
9. अन्तर्राष्ट्रीय व्यापार और अन्तर्राष्ट्रीय मुद्रा-कोष
10. निजीकरण का भारतीय अर्थव्यवस्था पर प्रभाव
11. वैश्वीकरण और भारतीय उद्योग
12. महंगाई
13. काला धन
14. ऊर्जा संकट
15. लघु उद्योगों का भविष्य

संदर्भ ग्रन्थ

1. प्रयोजनमूलक हिन्दी : राजनाथ भट्ट, हरियाणा साहित्य अकादमी, पंचकूला-2004.
2. अनुवाद विज्ञान : राजमणि शर्मा, हरियाणा साहित्य अकादमी, पंचकूला-2004.
3. प्रामाणिक आलेखन और टिप्पण : विराज, राजपाल एण्ड सन्स, दिल्ली-2005.
4. प्रयोजनमूलक हिन्दी के छः अध्याय, दर्शन कुमार जैन, लिपि प्रकाशन, अम्बाला छावनी-1996.

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**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.**

Computer Fundamentals : What is a computer? Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers.

Computer hardware and software. Input/Output devices.

DOS: Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAME, DEL, BACKUP, RESTORE, COPY, SCANDISK, CHKDSK.

Windows: Difference between windows and DOS. Basic Features – Date, Time, Time Zone, Display, Screen saver, Fonts, Mouse, and mouse pointers. Using accessories such as calculator, paint brush, CD player, etc.

Use of Windows Explorer for moving and copying files.

Introduction to MS-Office and its integrated nature.

MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers.

Power Point (Presentation software): Basic concept of presentation software, standard toolbar, formatting toolbar, and drawing toolbars in PowerPoint and their use. Creating and opening a presentation. Use of slide sorter, adding header/footer. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.

**References:**

1. Saxena : A first Course in Computers.
2. P.K. Sinha : Computer Fundamental
3. R.K. Taxali : PC Software for Windows

**PRACTICAL****Max. Marks: 40 Marks**

1. Windows: DeskTop, Icon, Screen Saver, File and Folders
2. MS-Word: Document Creation, Editing, Formatting, Table Handling, Word Art, Clip Art, Mail-Merge
3. PowerPoint: Slide Creation, Slide Show, Custom Animation, Clip Art.

**BBA-107:**

**Seminar**

**Max. Marks: 50**

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## SEMESTER-II

**BBA-108:**

**Principles of Management**

**Max. Marks: 100**

**External Assessment: 90**

**Internal Assessment: 10**

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Management and its various functions

Definition of management: nature and scope, organizational objectives, management by objective

Planning: nature, purpose and functions, types, steps in planning, Decision making and its process

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles, span of management: factors determining effective span, Graicunas formula,

Departmentation: definition, departmentation by function, territory, product/service, customer group and matrix organization

Authority: definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

Staffing: definition, manpower management, factors affecting staffing, job design, selection process, techniques, performance appraisal: need and process

Communication; importance, process, barriers and breakdown of communication.

Controlling: control process, types, barriers to control making, control techniques: budget and non- budgetary control devices,

Social responsibility and business ethics

### **References:**

1. **Koontz & Weirich:** Essentials of Management (Tata McGraw Hill)
2. **L.M. Prasad:** Principles & Practices of Management
3. **Stephen Robbins:** Management

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Analysis and interpretation of financial statements ratio analysis and interpretation. Ratios in relation to short term liquidity, long term solvency and profitability.

Return on investment, return on capital employed, return on net-worth and the return on assets to evaluate overall performance of business.

Preparation and analyses of cash flow and the funds flow statements.

Societal obligations of accounting.

**References:**

Khan & Jain	: Management Accounting
I.M. Pandey	: Management Accounting
R.K. Mittal	: Management Accounting

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Economy as a circular flow of income and expenditure.

National income; Concepts and measurement. Classical theory of output and employment, Say's law of markets.

Keynesian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment equilibrium. Concept of multiplier.

Consumption: Meaning determinants and importance. Theory of consumption: Absolute income hypothesis, relative income hypothesis, permanent income hypothesis, life cycle hypothesis.

Theory of investment: Types of investment determinants of investment, marginal efficiency of capital, interest rate determination, classical, neoclassical and Keynesian theories.

Inflation: Meaning, types, and theories. Stabilization policies: Monetary and fiscal policies.

**References:**

1. **Dornbusch & Fisher:** Macroeconomics.
2. **Branson:** Macroeconomic Theory.
3. **Shapiro:** Macroeconomics Analysis.
4. **Dwivedi:** Macroeconomics.
5. **Ackley:** Macroeconomic Theory and Policy.

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Introduction : Nature and Scope of Sociology. The Methods of Sociology; Fundamental Concepts of Sociology. The Relationship Between Man and Society.

Social Structure and Processes – Social Structure: Meaning, Elements and Types; Social Institutions and Their Functions, Social Process: Co-operation, Conflict, Competition and Assimilation.

Socialization and Social Action : Meaning of Socialization; Socialization as a Process of Learning; Stages and Agencies of Socialization. Social Action: Elements, Rationality of Means; Economic, Political and Religious Integration of Ends.

Social Change and Institution: Meaning, Types and Factors in Social Change; Social Problems: Meaning, Causes and Remedies. Social Institution: Family, Religion and Marriage; Social Stratification in India. Attitude Formation and Change. Morale Audit; Values and Norms; Power and Politics; Bureaucracy.

**Suggested Readings :**

1. Miller & Form : Industrial Sociology
2. Sheth (N.R.) : Industrial Sociology in India
3. Sachadeva, V.B. : Introduction to Sociology
4. Mike O' Donnell : Introduction to Sociology

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Plane Analytical Geometry: Cartesian Coordinate system, Length of line segment, section formula (Ratio), equation of straight line.

Arithmetic, geometric and harmonic progressions.

Integral calculus: Integration as an inverse of derivative, integration by substitution method and by parts, indefinite integral and definite integral and its application in business.

Logarithm, Law of operations, log tables, compound interest, documentation.

**References:**

1. Gorakh Prasad :Differential Calculus
2. Shanti Narayan : An Integral Calculus
3. Gorakh Prasad : Integral Calculus

**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of three parts. All question shall carry equal marks.**

Business Communication – its meaning & importance. Barriers to effective communication, basic model & communication. Essentials of effective business communication.

Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction. Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular)

Correct word usage – Homonyms, Antonyms and Synonyms.

Writing applications – for business (e.g. applying for a loan, salary advance, refund etc.); job application, leave application.

Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct.

**References:**

**Hewings, Martin:** Advanced English Grammar  
Cambridge University Press

**BBA-114:**

**Viva-Voce**

**Max. Marks: 50**

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