

University School of Management Studies

Study scheme and Syllabus

Batch 2014

Programme : Management Studies

Level : Undergraduate

Course : BBA

Study Scheme for BBA

Semester: 1st

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB1101	Principles of Management	4	-	-	4
2	BB1102	Business Economics-I	4	-	-	4
3	BB1103	Organisational Behaviour	4	-	-	4
4	BB1104	Financial Accounting	4	-	-	4
5	FS1105	Business Communication	4	-	-	4
6	CA1106	Workshop on Computer Fundamentals and its Applications	4	3	1	4
	FS1107	Soft Skills (Effective Communication and Team Building)	-	-	2	2
7	IE1108	Industry Interface- I	-	-	1	1
Total			24	3	4	27

Study Scheme for BBA

Semester: 2nd

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB1201	Business Mathematics- I	4	-	-	5
2	BB1202	Business Law-I	4	-	-	5
3	BB1203	Human Resource Management	4	-	-	5
4	BB1204	Financial Accounting-II	4	-	-	5
5	BB1205	Indian Economy	4	-	-	5
6	FS1206	Soft Skills (Leadership and Positive Attitude)	-	-	2	2
7	IE1207	Industry Interface-II	-	-	1	1
Total			20	5	3	28

BBA I Semester Syllabus

Sub code	Subject Name	L	T	P	C
BB1101	Principles of Management	4	0	0	4

Unit I

Definition, nature, purpose and scope of management. Functions of a manager, Is managing a science or art? Managerial Ethics and Social responsibility. Evolution of management thought. Contribution of Taylor and Fayol Elton Mayo, Closed system vs. open system. Subsystems and System Boundary. McKinsey's 7-S Approach.

Unit II

Planning: Types of plans, steps in planning process. Concept and process of Managing by Objectives (MBO). Nature and purpose of strategies and policies. Strategic planning process. SWOT analysis. Decision-Making: Importance and steps in Decision Making; Decision making under certainty and uncertainty, group-aided decisions; Brain storming; Creativity - creative problem solving.

Unit III

Organizing: Concept of organization, process of organizing, bases of departmentation, Authority & power -concept & distinction. Line & Staff concept; line-staff conflict. Delegation - concept of delegation; elements of delegation - authority, responsibility, accountability. Reasons for failure of delegation & how to make delegation effective.

Decentralization - concept, and types (or methods) of decentralization. Span of Control -Coordination- Concept and importance of coordination; factors which make coordination difficult; techniques or methods to ensure effective coordination.

Unit IV

Control: Concept, planning-control relationship, process of control –setting objectives, establishing standards, measuring performance, correcting deviations.

Types of Control -(a) Feed forward control (b) Concurrent Control (Real Time Information & Control), (c) Feedback Control v) Comparative study: Comparative study of main features of Japanese Management and Z-culture of American Companies.

References

Text books & Reference Books

1. L. M. Prasad; Principle of Management; Sultan Chand. Delhi
2. Griffin, Ricky W, Management, Biztantra, New Delhi
3. Rao, VSP, Management, Excel Books, New Delhi.

Sub code	Subject Name	L	T	P	C
BB1102	Micro Economics	4	0	0	4

Unit I

Microeconomics: meaning nature and scope. Basic concepts of economics: Static and dynamic approaches, equilibrium, utility and satisfaction, opportunity cost, marginal and incremental principles.

Unit II

Theory of demand: Nature of demand for a product, individual demand, market demand Extension and Increase, Contraction and Decrease in demand, determinants of demand. Elasticity of demand and its determinants.

Theory of Consumer Behavior: Utility analysis, indifference curve analysis, Consumer Equilibrium with the help of Indifference curve.

Unit III

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

Unit IV

Theory of firm and market organization: Breakeven analysis, pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition.

References**Text books & Reference Books**

1. Ahuja H.L.; Advanced Micro Economics, S. Chand Publication, Delhi.
2. Dwivedi D. N. -Microeconomic Theory, Pearson Publication.Delhi
3. VanitaAggerwal – Macroeconomic Theory, Richard D, Pearson Publication.Delhi
4. Robert S. Pindyck, Daniel I .Robinfeld – Microeconomics Prentice Hall of IndiaPublication.Delhi
5. A. Koutsoyiannis - Modern Microeconomics. Macmillian and co. India.Delhi
6. Jain T.R.- Business Economics, V.K. Publication.Delhi

Sub code	Subject Name	L	T	P	C
BB1103	Organisational Behaviour	4	0	0	5

Unit I

Organizational Behavior: Definition of OB, Managerial roles according to Mintzberg, Managerial skills, contributing disciplines to OB, challenges and opportunities for OB.

Foundations of Individual behavior- biographical characteristics, ability, and learning.Perception.Values and Attitudes, Personality.

Unit II

Motivation: Concept, Theories of Maslow, Herzberg, McClelland,Porter & Lawler Model, Application of Motivation Concept. Job Satisfaction.

Foundations of Group Behavior: Process of Group formation, Group Processes, Group Decision- making Techniques, Work Teams.

Unit III

Interpersonal Skills- Transactional analysis, Life Positions, Johari Window.Leadership: Concept, theories, styles and their application.

Unit IV

Conflict Management, Stress Management, Organizational Change & Development, Creating a learning Organization.

Organizational Culture.Organizational Effectiveness.

References

Text books & Reference Books

1. L.M. Prasad – Organizational Behaviour.Sutan Chand & Sons.Delhi
2. R. Aswathpa – Organizational Behaviour.Himalaya Pub.House.Mumbai.
3. Stephen P. Robbins – Organizational Behaviour. PHI.Delhi
4. Rao & P.S. Narayan : Organization Theory and Behaviour.
5. 3 L.M. Prasad : Organizational Theory and Behaviour.S.Chand&Co..Delhi

Sub code	Subject Name	L	T	P	C
BB1104	Financial Accounting I	4	0	0	4

Unit I

Financial Accounting - Introduction to Accounting, Meaning, Scope, functions and importance of Accounting, Users of Accounting Information, Branches of Accounting- Financial, Management and Cost Accounting.. Book keeping and Accounting. Accounting Concepts and Conventions, GAAP -Generally Accepted Accounting Principles and Practice

Unit II

Accounting Mechanics - Dual concept, Double entry system of accounting. Accounting equations, Effect of transactions on accounting equations, Accounting Cycle. Recording of transactions in journal, Ledger Posting, Subsidiary Books, Preparation of Cash Book- Single Coloumn, Double Coloumn, Contra entry.

Unit III

Balancing of accounts. Trial balance and adjustments, Errors disclosed and concealed by Trial balance. Rectification of errors. Meaning of Capital and revenue items

Unit IV

Preparation of Final Accounts- Trading account, Profit and Loss Account and Balance Sheet (with adjustments)

References

Text books & Reference Books

1. Financial & Managerial Accounting, Charles Horgren, Walter Harrison, M. Oliver 3rd edition , Pearson
2. Jain and Narang : Financial Accounting
3. S.N. Maheshwari : An Introduction to Accountancy
4. Mukherjee & Hanif : Fundamentals of Accounting

Sub code	Subject Name	L	T	P	C
FS1101	Business Communication	4	0	0	4

Unit I

Communication: its types and significance, elements of effective writing, Scientific, technical writing.

Unit II

Speaking skills: -speech mechanism, organs of speech. Production and classification of speech sounds, phonetic transcription.

Unit III

Oral presentation: Role of audio-visual aids, Discussion, meeting and telephonic Skills, Group discussion, conducting a meeting.

Unit IV

Business correspondence: business letters and reports.

References**Text books & Reference Books**

1. Bhattacharya, Indrajit. An Approach to Communication Skills, Dhanpat Rai Co. Pvt Ltd; New Delhi.
2. Rutherford, Andreaj. Basic Communication Skills for Technology, Addison Wesley Longman, New Delhi.
3. Wright, Chrissie, Handbook of Practical Communication Skills, Jaico Pub House, Mumbai.
4. Scott, Bill, The Skills of Communicating, Jaico Pub House, Mumbai.

Sub code	Subject Name	L	T	P	C
CA1106	Workshop on Computer Fundamentals and its Applications	3	0	1	4

Unit I

Information: Concepts and Processing, Data, Information and knowledge, Need for Information Qualities, Properties, Value and Information.

Unit II

Computer System Components: Basic Structure of A Digital Computer-Concept of I/O devices, Memory concepts, Computer Languages-low level, high level, Hardware and Software, Language.

Unit III

MS office and its components- its applications in various managerial decisions. MS Excel and power point presentations..

Unit IV

Computer Networks And Internet: Goals and Objectives of Computer Networks, Topologies, applications, email and effective use of social media websites.

References

Text books & Reference Books

1. Gill, Nasib, Computer Fundamental and Internet.
2. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
3. B. Ram, Computer Fundamentals, New Age Publications, New Delhi
4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

BBA II Semester Syllabus

Sub code	Subject Name	L	T	P	C
BB1201	Business Mathematics I	4	0	0	4

Unit I

Set theory- definition of set , methods of describing a set , types of set sub sets and their properties, compliment of set operations of sets , fundamental law of algebra of sets, de Morgan's law, Venn Diagram, application of sets in problems based on number of elements of the set

Unit II

Logarithms:-definitions fundamentals properties of logarithm with proofs, base changing formula with proof, problem solving without using log table, application of logarithm in solving problem based on compound interest, depreciation and population growth using log tables.

Unit III

Matrices and: definition of matrix, equality of matrices, types of matrices, scalar multiplications, operation on matrices, transpose of matrices, symmetric and skew symmetric matrices

Unit IV

Determinants- introduction, Minors & Cofactors, adjoint of a matrix, inverse of a matrix, application of matrices in solving system of linear equations, using Cramer's Rule and matrix inversion method .

References**Text books & Reference Books**

1. Trivedi, *Business Mathematics, 1st edition*, Pearson Education.
2. Sncheti and Kapoor, *Business Mathematics*, Sultan Chand and Sons.
3. Raghavachari M., *Mathematics for Management*, McGraw Hill Education.
4. Cleaves, Cheryl, and Hobbs, Margie, *Business Mathematics 7th Edition*, Prentice Hall.
5. Khan, Shadab, *A Text Book of Business Mathematics*, Anmol Publications

Sub code	Subject Name	L	T	P	C
BB1202	Business Laws-I	4	0	0	4

Unit I

Law of Contract: Definition and nature and types of a contract. Offer and Acceptance. Consideration, free consent, and capacity of parties. Legality of Object. Performance and discharge of Contract. Remedies for Breach of Contract.

Unit II

Introduction to Agency, Bailment, Pledge, Guarantee

Unit III

Law of Sale of Goods: Definition of Sales, essentials for contract of sale. Meaning of conditions and warranties. Implied warranties – Caveat Emptor. Transfer of Ownership. Rights of Unpaid seller and other remedial measures.

Unit IV

Law of Partnership: Definition and nature of partnership, rights and duties of a partner. Dissolution of a partnership.

References

Text books & Reference Books

1. **Mercantile Law 7 Ed:** Chawla, Garg, and Sareen (Kalyani Publications)
2. **Elements of Mercantile Law:** N.D. Kapoor (Sultan Chand and Sons)

Sub code	Subject Name	L	T	P	C
BB1203	Human Resource Management	4	0	0	4

Unit I

Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements.

Job analysis: steps in analysing job and introduction to methods of collecting job analysis information.

Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement.

Unit II

Recruitment: sources of recruitment, policies and procedure of recruitment, selection process, testing & interviews.

Placement and induction, transfer and promotion.

Unit III

Human Resource Development: Identification of training needs and techniques of training, employee development and career planning.

Wage and salary administration and incentives.

Unit IV

Performance appraisal, methods and problems of performance appraisal.

An introduction to teams, employee, empowerment and participation.

References

Text books & Reference Books

1. Rao V.S.P. Human Resource Management, Excel books
2. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
3. Dessler, Garg, Human Resource Management, Pearson education.

Sub code	Subject Name	L	T	P	C
BB1204	Financial Accounting II	4	0	0	4

Unit I

Bank Reconciliation Statement- Rules for recording receipts and payments in cash book and bank pass book. Depreciation Accounting- Depreciation, Depletion, and amortization. Factors in the measurement of depreciation. Methods of providing depreciation- Fixed, Written Down Value and Sinking Fund method. Reserves and Provisions.

Unit II

Bills of Exchange, Single entry system of accounting-Statement of Profit and Statement of affairs. Difference between Balance Sheet and Statement of Affairs.

Unit III

Accounting for Non Profit Organisations- meaning, Preparation of Receipt and Payment account, Income and Expenditure account and Balance Sheet

Unit IV

Accounting Information System. Computerised Accounting- features of computerized accounting, Difference between manual and computerized accounting. Accounting Packages. Tally. Project work

References

Text books & Reference Books

1. Financial & Managerial Accounting, Charles Horgren, Walter Harrison, M. Oliver 3rd edition , Pearson
2. Jain and Narang : Financial Accounting
3. S.N. Maheshwari : An Introduction to Accountancy
4. Mukherjee & Hanif : Fundamentals of Accounting

Sub code	Subject Name	L	T	P	C
BB1205	Indian Economy	4	0	0	4

Unit I

National Income of India: Growth, structure, and interstate variation.
 Infrastructure: Physical and social, its role in economic development
 Indian planning: Objectives, priorities, and basic strategy. Achievements of economic planning, latest five year plan.

Unit II

Agriculture: Production and productivity trends, green revolution, land reforms, rural credit.
 Industrial sector: Industrial growth during planning period, industrial policy (liberalization, globalisation and privatization)

Unit III

Changing profile of public sector
 Major economic problems: Population, unemployment, Poverty, inflation, regional imbalances, and inequalities.

Unit IV

Recent trends in foreign trade of India. India and WTO..

References

Text books & Reference Books

1. Ruddardatt & Sundaram: Indian Economy
2. Mishra & Puri: Indian Economy
3. Bimal Jalan: Indian Economy
4. RBI: Currency, Banking reports
5. Latest Economic Survey.

Unit I

Macroeconomics: meaning, nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis.
Economy as a circular flow of income and expenditure.

Unit II

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.

Consumption: Meaning determinants and importance. Psychological Law of Consumption.

Unit III

Theory of investment: Types of investment determinants of investment, marginal efficiency of capital, net present value, internal rate of return, interest rate determination, classical, neoclassical and Keynesian theories.

Theory of multiplier: Income generation in a static and dynamic setting, tax multiplier, foreign trade multiplier, balanced budget multiplier, leakages from multiplier

Unit IV

Inflation: Meaning, types, and theories.

Stabilization policies: Monetary and fiscal policies.

Money- its function and role. Trade Cycle

Koutsoyiannis : Modern Microeconomics

2. Varshney & Maheshwari : Managerial Economics

3. Mote, Paul & Gupta : Managerial Economics

4. Ferguson & Gould : Microeconomics