

Bhakta Kavi Narsinh Mehta University - Junagadh



Faculty of Business Management Syllabus For **Bachelor of Business Administration (B.B.A.)** Choice Based Credit System

BBA Semester-I

Sr. No.	Course Code	Course Category	Course Title	C	IM	EM	Total
1	161100010101	Foundati on	Communication Skills and Business Writing	3	30	70	100
2	161100010102	Core	Micro Economics	3	30	70	100
3	161100010103	Elective	Elements of Business Mathematics	3	30	70	100
4	161100010104	Core	Fundamentals of Management	3	30	70	100
5	161100010105	Core	Forms of Business Organization	3	30	70	100
6	161100010106	Elective	Principles & Practice of Accounting	3	30	70	100
7	161100010107	Allied	Environmental Science	3	30	70	100
8	161100010108	Core	Office Automation	2+2*	15-T	35-T 50-P	100
Total				24	225	575	800

* 2 Practical = 1 Credit

CC-101 - COMMUNICATION SKILLS AND BUSINESS WRITING

Unit - 1	Communication
	<ol style="list-style-type: none"> 1. Communication Process 2. Verbal communication 3. Non Verbal communication <ol style="list-style-type: none"> a. Body Language (Kinesics) b. Space Language (Proxemics) c. Para Language (Paralinguistics) d. Other (Visual, Colour, Time, Touch etc.)
Unit – 2	Report Writing
	<ol style="list-style-type: none"> 1. Different types of reports 2. Lay out of a business report 3. Individual- Committee Report
Unit - 3	Business Writing
	<ol style="list-style-type: none"> 1. Notices and Circulars 2. Memos 3. Preparing Agenda- Minutes
Unit - 4	Business Writing
	<ol style="list-style-type: none"> 1. Preparing a questionnaire 2. Memorandum of Understanding 3. Preparing Handouts, Leaflets, brochures

CC-102 - MICRO ECONOMICS

Unit - 1	Definition of Economics:
	Definition of Economics: Meaning, history, definitions (classical, neo classical and scarcity), nature and scope. Concepts of economic activities and non economic activities
Unit – 2	Utility analysis
	Utility analysis:- Utility, total and marginal utility. Law of diminishing marginal utility. Law of equiv.-marginal utility.
Unit - 3	Theories of Demand and Supply
	Theories of Demand and Supply I. Meaning of demand, demand schedule, demand curve, determinants of demand, law of demand, exceptions to law of demand II. Meaning of supply, factors determining supply, law of supply.
Unit – 4	Elasticity of demand
	Elasticity of demand: Meaning of elasticity of demand, its types, factors affecting to price elasticity of demand, practical significance of price elasticity of demand.
Unit – 5	Market structure
	Market structure: Meaning of market, classification, meaning and features of perfect competition, monopoly, oligopoly and monopolistic competition.

CC-103 - ELEMENTS OF BUSINESS MATHEMATICS

Unit - 1	Permutation & Combination
	<ul style="list-style-type: none"> • Permutations (Meaning, formula) • Permutations of different things • Permutations of Similar things • Restricted Permutation • Combinations (Meaning formula) • Combinations of things taken some or all at time • Some Restricted Combinations • Examples
Unit – 2	Arithmetic & Geometric & Harmonic Progression
	<ul style="list-style-type: none"> • Sequence, Series • Arithmetic Progression <ul style="list-style-type: none"> o Definition o N^{th} Term, Sum of n terms (With Proof) • Geometric Progression <ul style="list-style-type: none"> o Definition o N^{th} Term, Sum of n terms (With Proof) • Harmonic Progression • Relation Between AM GM HM (Two Numbers) • Typical Examples
Unit - 3	Binomial Theorem
	<ul style="list-style-type: none"> • Introduction • Binomial Theorem (Without Proof) • Position of Terms • Characteristics of Binomial theorem • Binomial Coefficient • Examples
Unit – 4	Interpolation &Extrapolation
	<ul style="list-style-type: none"> • Introduction and Uses • Newton's Forward Method • Newton's Backward Method • Binomial Expansion Method • Lagrange's Method • Examples
Unit – 5	Mathematical Induction
	<ul style="list-style-type: none"> • Introductions • Principle of Mathematical Induction • Meaning of Sequence and Series • Sigma Notation $\sum n$,$\sum n^2$, $\sum n^3$ (with proof) • Examples

CC-104 - FUNDAMENTALS OF MANAGEMENT

Unit - 1	Introduction To Business Management
	Concept of Management and Salient Features of Modern Management; Management as an Art and as a Science; Management as a Profession; Universality of Management; Management Process (Functions of Management); Significance of Management; Brief idea of Managerial Role (Views of Mintzberg); Professionalization of Management in India; Skills of Professional Managers; Effective Management: only concept
Unit – 2	Planning
	Plans (Brief idea relating to objective, policy, rule, procedure, budget, strategy schedule, and project); Effective Plan: Concept and Features; Concept of Forecasting and Decision-making; Relations between Planning, Forecasting and Decision-making.
Unit – 3	Organising
	Concept and Definitions of Organizing and Organization; Organizing Process (Creating Organization Structure); Need of Formal Organization Structure; Characteristic (or Qualities) of Good Organization; Brief Idea of Situational Factors Affecting Organization Structure; Authority, Power, and Responsibility (only concepts); Organization Chart (Concept, Types and Uses); Elementary Idea (only concept) of Forms of Organization Structure, including Functional Organization, Committee Organization, Project Organization, Matrix Organization, Network Organization, and Virtual Organization.
Unit – 4	Staffing And Directing
	STAFFING: Concept of Staffing; Functions of Staffing (in brief); Importance of Staffing; Factors Affecting Staffing Decisions; DIRECTING: Concept; Directing Tools (only concept and features of leadership, motivation, communication, and supervision); Importance of Directing; Coordination – Concept and Difference between Directing and Coordination; Methods of Coordination.
Unit – 5	Controlling
	Concept; Relations between Planning and Controlling; Controlling Process; Role/Importance of Controlling; Types of Control; Controlling By Exception – Concept and Benefits; Effective Control System (only Principles); Controlling Techniques – Elementary Idea of Some Traditional and Modern Techniques.

CC-105 - FORMS OF BUSINESS ORGANIZATION

Unit - 1	<ul style="list-style-type: none"> • NATURE AND SCOPE: Meaning, scope and evolution of commerce & industry, -Industrial Revolution- its effects on Business and Economy • HUMAN OCCUPATION: Meaning, features, objectives and scope of Business, Profession, Employment and Vocation, Various forms of Business Organization: Sole proprietorship, Partnership, Joint Stock Company, Co-operative society, Public Enterprise, Non-profit organization.
Unit – 2	<ul style="list-style-type: none"> • SOLE PROPRIETORSHIP: Meaning, characteristics, formation, merits and demerits. • PARTNERSHIP: Meaning, characteristics, formation, merits and demerits. Types of Partnership firm. Limited Liability Partnership, Conversion of Partnership in to Joint Stock Company.
Unit - 3	<ul style="list-style-type: none"> • JOINT STOCK COMPANY: Meaning, characteristics, formation, merits and demerits, Types of company, Concept of One Person Company. • CO-OPERATIVE SOCIETY: Meaning, characteristics, formation, merits and demerits. Federal Co-operative Society
Unit – 4	<ul style="list-style-type: none"> • PUBLIC ENTERPRISE: Meaning, characteristics, formation, merits and demerits. Role of Public Enterprise in infrastructure development. • NON-PROFIT ORGANISATION: Meaning, characteristics, formation, merits and demerits. Role of Non-profit organization Development of society.
Unit – 5	<ul style="list-style-type: none"> • BUSNIESS COMBINATION: Meaning, Causes and Types of business combinations. • Brief study of following forms of combinations: Pools- Cartels- Holding Company -Merger and amalgamations. • Special Economic Zone: Meaning, Characteristics, Objectives, Merits and Demerits.

CC-106 - PRINCIPLES AND PRACTICE OF ACCOUNTING

Marks: 80 % Examples and 20 % Theory.	
Unit - 1	
	<ul style="list-style-type: none"> • Definition, Nature, Scope and Objectives of Accounting. • Terns used in financial accounting, Relationship of accounting with economics and statistics, Role of Accountant. • Generally Accepted Accounting Principles, Accounting as a Measurement discipline, • Business Transactions – Meaning and Classification, Classification of Account, Rules of Debit and Credit, Accounting equation.
Unit - 2	
	<ul style="list-style-type: none"> • Journal, Ledger, Posting and balancing of ledger accounts. • Preparation of Trial Balance
Unit - 3	
	<ul style="list-style-type: none"> • Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, • Cash Book and Petty Cash Books
Unit - 4	
	<ul style="list-style-type: none"> • Transactions in respect of Bills of Exchange • Bank Transactions and Preparation of Bank Reconciliation Statement
Unit - 5	
	<ul style="list-style-type: none"> • Preparation of Final Accounts: Trading Account, Profit & Loss Account and Balance Sheet. Closing entries, Adjustments entries (Sole Proprietorship only). • Accounting Errors – Types of Errors, Rectification of Errors, and Effects of Errors on Final Accounts.

CC-107 - ENVIRONMENTAL SCIENCE

Unit - 1	<ul style="list-style-type: none"> • Environment: Definition and Components of Environment: Lithosphere Hydrosphere Atmosphere, Biosphere. Biogeochemical cycles - Carbon, Nitrogen and Hydrological Cycle. Concept of Ecology and Ecosystem • Environment Science: Definition, Principles and Scope; Human- Environment relationship; Causes of environment destruction; Environmental ethics; Environment awareness programmes.
Unit – 2	<ul style="list-style-type: none"> • Natural Resources and Wealth: Meaning and Types of Resources, Exploitation of Resources, Use of Technology and its Impact on Natural Environment: • Wealth: Meaning, Distinction between Wealth and Resources, Optimum Conversion of Resources into wealth. Anthropogenic Waste, Man-made Industrial waste.
Unit - 3	<ul style="list-style-type: none"> • Environmental Degradation: Meaning and Causes, Degradation of Urban Land, Forest and Agricultural Land due to natural causes and human interference: Global Warming, Problems of non degradable Waste - Electronic Devices, Plastic and Manmade fibers. • Environmental Management: Meaning, Development and Environmental Linkages, Environmental concerns in India. The need for sustainable development,
Unit – 4	<ul style="list-style-type: none"> • Disaster Management: Meaning, Need and Planning with reference to Flood, Storms, Tsunami, Cyclones and Earthquakes in India. • Environmental Protection: National environmental policy, Environmental Legislations, International Conventions and Agreements, GATT/WTO and environment, State Pollution Control Board, Role of NGOs.
Unit – 5	<ul style="list-style-type: none"> • Environmental Assessment: Environmental Impact Assessment (EIA), Environmental Auditing, Environmental Legislation in India, • Environmental Management System: ISO – 14000, Environment Audit, Eco-Friendly products (Ecomark), Green Industry, Carbon Credit.

CC-108 - OFFICE AUTOMATION

Unit No. 1 to 3 – Theory of 50 Marks and Unit No. 4 – Practical of 50 Marks	
Unit-1	Computer Basics
	<p>Definition of computer, Block Diagram Of Computer, Characteristics of computer, Generations of computer, Analog computer, Digital computer (Mini, Micro, Mainframe, Super), Hybrid computer</p> <ul style="list-style-type: none"> • Types of Memory: RAM, ROM, PROM, EPROM, EEPROM • Storage Devices: Floppy Disk, Hard Disk, CD, DVD, Pen drive
Unit-2	Input and Output Devices
	<ul style="list-style-type: none"> • Input Devices: Key board, Mouse, Scanner, MICR, Micro Phone, Barcode Reader, Touch Screen • Output Devices <ul style="list-style-type: none"> - Visual Display Unit: CRT, LCD - Printers: Impact(Daisy Wheel, Dot Matrix Printer), Non Impact (Drum, Ink-Jet, Laser)
Unit-3	Internet Basic
	<ul style="list-style-type: none"> • Internet Concept • Internet Services: E – Mail, Chatting, Conferencing, Internet Telephony • Internet Connection Methods: Dial Up Connection, Leased Line Connection • Addressing: IP Addressing , DNS • Overview: FTP, WWW, Web, Browser
Unit-4	Practical
	<ul style="list-style-type: none"> • MS-Word Editing, Font formatting, Paragraph formatting, Page setups and printing document, Mail-merge • Ms-Excel Preparing worksheet, Formatting cell, Page setup, building formulas, library functions (sum(), average(), count(), left(), right(), mid(),if(), or(), and(), not(), date(), now(), time(), fv(), pv(), pmt(), ipmt(), irr(), yield(), rate()) • MS- PowerPoint Preparing interactive presentation Viewing and navigating presentation