

Detailed Syllabus
BBA I Semester

Subjects Offered:

- 1) B101 : Foundation Of Management
- 2) B 102 : Human Resource Management
- 3) B 103 : Financial Accounting
- 4) B 104 : Basic Computer Application
- 5) B 105 : English
- 6) B 106 : Project

B 101: Foundation of Management

Objective: To familiarize the student with the concepts and principles and functions of management and the recent developments in management practice.

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

External exam will have 2 sections A and B. Section A worth 36 marks will consist of 5 theory questions, out of which students will be required to attempt any 3 questions, and section B will comprise of one or more case(s), worth 24 marks. A question can have one or more sub-parts.

Course Content:

Unit I. Concept of Management

- Definition of management
- Management functions (planning, organizing, staffing, directing, coordinating, controlling)
- Management & Administration
- Nature of management (management as art, science and profession)
- Roles of managers
- Evolution of management thoughts
- The scientific management school (Taylor)
- The management process school (Fayol's Principles of Management)
- Relevance of management to modern industry, Govt., University, hospital & other institutions.

Unit II: Planning & Objectives

- Nature and purpose of planning, Principles of planning
- The planning process, Types of planning
- Advantages and limitations of planning
- Types of objectives, Importance of objectives, Setting objectives
- Management by Objectives (MBO)
- Benefits and Weaknesses of MBO

Unit III: Strategies and Policies

- Concepts of corporate strategies- Vision, Mission, Objectives
- Strategic planning process
- Brief introduction to SWOT analysis, TOWS matrix, Portfolio matrix- GE matrix, BCG matrix

- Porter's generic strategies
- Types of policies, Principles of formulation of policies
- Decision making process, Individual decision making models

Unit IV: Organizing and staffing

- Nature and Purpose of organizing
- Bases of Departmentation
- Span of Management
- Line and staff relationships
- Bases of Delegation, Kinds of Delegation, Delegation and Decentralization, Methods of Decentralization
- Definition of staffing, Factors affecting staffing, Recruitment and Selection.

Unit V: Directing & Controlling

- Principles of Directing, Problems in Human Relations, Nature and causes of Human Relation Problems
- Strategies for establishing healthy Human relations in an organization
- Concept and Process of Control, Control Techniques, Human Aspects of Control, Control as a feedback system, Feed forward control, and Preventive control

Text Readings

1. **R D Agrawal, Organization and Management, New Delhi, Tata McGraw Hill, 1990.**
2. **Harold Koontz and Heinz Weihrich, Essentials of management, McGraw Hill, 5th edition.**
3. **T N Chhabra, Principle and Practice of management, Dhanpat Rai & Sons.**

Suggested Readings

1. **Stephen P Robins and Mary Coulter, Management, Pearson publications, 7th edition.**
2. **L.M. Prasad, Principles & Practice of Management, S. Chand & Sons, 2005**
3. **Robert Krietner, Management, New Delhi, AITBS Publishers and Distributors, 7th edition.**

B-102: HUMAN RESOURCE MANAGEMENT

Level of Knowledge: Working Knowledge

Course Objective: To help the students develop an understanding of the management of human resources with particular reference to HRM policies and practices in India.

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have Two Sections. Section A will carry 36 marks comprising 5 Theory questions out of which a student will be required to attempt any **three** questions. Section B will carry 24 Marks comprising of one or more Case(s). A question can have one or more sub-parts.

Course Contents

Unit 1: Introduction to HRM:

- Overview
- Functions
- Personnel to HRM
- ASTD HRM Model

Suggested case: Authority of Personnel Manager at Regional Level.

Unit 2: Human Resource Planning:

- Objectives
- Importance
- Process of Human Resource Planning
- Voluntary Retirement Scheme
- Exit Interviews

Unit 3: Recruitment & Selection

- Meaning
- Internal and External Sources of Recruitment
- Selection- Process of Selection

Suggested Cases: How to select a new employee?

Unit 4: Employee Training & Development:

- Training and Development
- On the Job and Off the Job Training Methods
- Evaluation of Training

Suggested Cases: Evaluation of Executive Development Programme

Unit 5: Workers Participation in Management

- Meaning
- Objectives
- Forms of WPM

Text Readings:

1. VSP Rao, Human Resource Management, 2nd Edition, Excel Publications, A,45Naraina, Phase-I, New Delhi
2. P. Subba Rao, Human Resource Management and Industrial Relations, 3rd Edition, Himalaya Publications House, Mumbai.
3. David S. Decenzo and Stephen P. Robbins, Personnel/ Human Resource Management, New Delhi, Prentice Hall, 3rd edition.

Suggested Reading:

1. William B. Werther Jr. and Keith Davis, Human Resource & Personnel Management, Singapore, McGraw Hill, 4th Edn. 1993
2. Arun Monappa and Mirza S. Saiyadain, Personnel Management, New Delhi, Tata Mcgraw hill, 1995.

B 103: Financial Accounting

Level of Knowledge: Working Knowledge

Objective: To familiarize and develop an understanding of accounting concepts for effective recording of business operations of an entity with special reference to corporate form of business organization.

Scheme of Examination:

Total marks 100.

Internal marks 40.

External marks 60.

Section A: 24 Marks Comprising Three Theory questions out of which a student will be required to attempt any Two questions.

Section B: 36 Marks Comprising Four Practical Problems and out of which three questions will be required to attempt.

Course Contents

Unit 1. Basic Accounting Concepts & Conventions

- Meaning & Need of Accounting
- Generally Accepted Accounting Principles (GAAP)
- Concepts of Accounting
 - Going Concern
 - Entity Concept
 - Historical Cost
 - Money Measurement
 - Accounting Period Concept
 - Matching Cost Concept
 - Accrual Concept
- Conventions of Accounting
 - Conservatism
 - Consistency
 - Materiality
- Concepts of Double Entry System of Accounting
- Rules for Debit and Credit Entries, Types of Accounts
 - Nominal
 - Real
 - Personal

Unit 2. Accounting Procedures

- Recording of Journal Entries
- Posting In Ledger Accounts
- Cash Book
 - Single Column
 - Double Columns
 - Three Columns

- Concepts and Preparation of Subsidiary Books
 - Purchase and Purchase return/outward books
 - Sales and Sales return/outward book
- Preparation of Trial Balance

Unit 3. Bank Reconciliation Statement

Unit 4. Depreciation

- Concepts of Depreciation
- Two Methods of Providing Depreciation WDV and SLM
- Simple Practical Problems Relating to Depreciation

Unit 5. Preparation of Final Accounts

- Trading Account
- Profit and Loss Account
- Preparation of Balance Sheet with Basic Adjustments
 - Prepaid Expenses
 - Outstanding Expenses
 - Provisions for Doubtful Debts
 - Accrued Income
 - Income Accrued but not Due
 - Depreciation, Closing Stock etc.

Text Readings:

1. **R.L. Gupta, V.K. Gupta, Principles of Accountancy, New Delhi, Sultan Chand and Sons.**
2. **S.N Maheshwari, Introduction to Accounting, New Delhi, Vikas Publishing House.**
3. **T.S Grewal ,Introduction to Accountancy, New Delhi, Sultan Chand Publications**

Suggested Readings :

1. **Hanif Mukherjee, Modern Accountancy, Tata McGraw Hill.**

B 104: Basic Computer Application

Level of Knowledge: Working Knowledge

Course Objectives

- To provide basic knowledge about the computer fundamentals
- To develop conceptual understanding of MS-Office and Internet

Scheme of Examination

Total marks 100

Internal marks 20

External marks 60

Practical Marks 20

In the external examination, there will be eight questions and students will be required to answer any five. Each question will carry equal marks.

Course Contents

Unit 1 Computer Fundamentals

- Introduction to Computer: Characteristics, Block Diagram
- Parts of Computer: Processor, Input/Output Devices, Primary and Secondary Memory
- Types of Computers: Micros, Mini, Mainframe and Super Computer
- Level of Languages: High and Low Languages and their characteristics
- Software: System Software (compiler, Interpreter, Assembler and operating system) and Application Software

Unit 2 Operating System

- Introduction of Operating System: Features, Types of Operating System
- Windows XP: Using Taskbar, Start Menu options, My Computer, Recycle Bin, My Network Place, My Documents
- Windows Accessories: Calculator, Note Pad, Word Pad, Paint, Entertainment, Address Book
- Control Panel: Installation of Software, Addition of new hardware, Installation of Modem, Sound card, Printers and Scanner, Date and time, Taskbar and Start menu.

Unit 3 Application Software-I (MS-Word 2003 and MS-Excel 2003)

MS-WORD

- Getting Started with MS-Word, Document Creation, Document Manipulation, Printing a word document, Header and Footer
- Table Handling: Inserting, Filling and Formatting a table
- Finding, Replacing and Proofing text: Spell check, Grammar check, Find and Replace
- Creating Macros
- Mail-Merge

MS-EXCEL

- Introduction to MS-Excel: Application of Electronic Spreadsheet, Features, Starting MS-Excel, What is a Workbook, Entering Data, Entering Series, Editing Data,

Saving a workbook, Closing a workbook, Quitting MS-Excel

- Cell Referencing, Ranges and Functions: Cell referencing, Ranges, Ranges names, Formulae (names in a formula, formula editing, copying formula) , Functions(Mathematical and Statistical)
- Formatting Worksheet and Creating Charts: Formatting Data, Creating charts, Graphical presentations such as line, bar, stacked bar, pie
- Printing Excel Sheet, Creating Macros

Unit 4 Application Software-II (MS-PowerPoint 2003 and MS-Outlook)

MS-PowerPoint

- Starting MS-PowerPoint : Creating a presentation, Creating new slides, Layout of slides, Deleting a slide, Running a slide show, Saving a Presentation
- Working With Slides : Changing the order of the slides, Editing the slide master, changing the background, Adding a text, Clip Art, Scanned objects and Image , Drawing Objects, Controlling the Slide Show(Animation, Transition, Special effect, Slide timing), Printing a Presentation

Unit 5 Internet Basics

- Concepts and Services, Hardware and Software requirements, Type of Internet connections,
- Advantages and Disadvantages of Internet, WWW, e-mail, Browsers, Search Engines, Internet
- Addressing, Domain Name, URL, Protocols(TCP/IP, FTP, HTTP), Overview of Intranet and
- Extranet, Video conferencing, Overview of HTML.

Text Readings

1. Sinha P.K., Computer Fundamentals New Delhi : BPB Publications, Third Edition,2001
2. Saxena Sanjay, First Course in Computers New Delhi: Vikas Publishing House,2003
3. Leon Alexis and Methews Leon,Internet for Everyone,Chennai:Leon Press and Vikas Publishing House,1999
4. Microsoft windows XP STEP BY STEP - PHI

Suggested Readings

1. Jaiswal S., Information Technology Today, New Delhi: Galgotia Publications Pvt.Ltd.,2001.
2. Christian Crumlish, ABCs of the Internet, New Delhi: BPB Publications,1998

B-105: English

OBJECTIVES:

The objectives of this Course are:

- a) To help the students gain proficiency in English Grammar so as to improve their written and oral communication skills, and
- b) To introduce the students with the literary works of selected poets and authors.

Scheme of Examination:

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have Two Sections. Section A will carry 36 marks comprising 5 theory questions prescribed Prose, Poems and Novel, out of which a student will be required to attempt any **three** questions. Section B will be of 24 marks and will have 3 questions on grammar, composition, summaries, precise, and business letter writing. A student will be required to attempt any two

COURSE CONTENTS

Unit I

English Grammar

Unit II

Writing Business Letters (layouts, letters of enquiry and their replies, letter relating to orders, complaints and claims) and Precise and composition.

Unit III

Prose on Habits
 On Courage
 On Fear
 On Saying 'Please'
 On Keyhole Morals

Unit IV

Poems 1. Elegy on the Country Churchyard by Thomas Gray
 2. It is Not Growing Like a Tree by Ben Johnson
 3. On His Blindness - By J. Milton

Unit V

Novel **Lord of the Flies** by William Golding.

TEXT READINGS

1. A.G. Gardiner, **The Delightful** , Madras : Macmillan India, 1965
2. William Golding, **Lord of the Files** - Delhi: Oxford, 1965.
3. Thomson and A.V. Martinet, **A Practical English Grammar** , Delhi, Oxford, 7th Ed. 1994.

B-106: Project

Objective: To acquaint students with various presentation skills which would help them to improve their communication skills.

Examination Scheme:

Total Marks: 100

Internal Marks: 50

External Marks: 50

The project includes following two activities:

1. **Activity One:** Presentation on topic of Students Choice
2. **Activity Two:** Student will be required to visit to an NGO or Social organizations & submit the report on same along with presentation.
Second activity need to be done in a group of 4.

