

B.B.A. Part-I
Semester I
English I (BUSINESS COMMUNICATION)

Objective:

- 1) To identify various communication skills involved in the business organization.
- 2) To develop business communication skills among the students.

UNIT I : NATURE OF COMMUNICATION

Definition, Need and importance of communication skills, Basic types of communication-Reading-Writing-Listening-Speaking, Forms of communication-Verbal-Written-Oral-Non verbal, The Communication Process, Barriers of communication and ways in overcoming barriers.

UNIT II : Written Communication

The process of formal written Communication (deciding purpose, analyzing audience, designing a message, organizing, selecting, arranging ideas and preparing outlines, developing message)

The qualities of good writing-Clarity-Conciseness-Correctness-Coherence-Courteousness.

UNIT III : Business Correspondence In Organization

Business Letters: Enquiry, letter of reply, letter of order, letter of execution, letter of complaint, letter of collection.

Common errors in business communication

Errors with pronouns, adjectives, verbs adverbs, participles, and prepositions.

UNIT IV: REPORT WRITING

Principles report writing: Types of reports, structure of report, Presentation of report

Reference Books

- 1) Business Communication-Urmil Rai , S. M. Rai –Himalayas Publishing House, Asha Kaul-Hall Of India
- 2) Business Correspondence & Communication Skills-Kapoor (S. Chand & Co)
- 3) Effective Skills:-Ravi Agrawal –Sublime Publishing Jaipur
- 4) Developing Communication Skills-Mohan –Macmillan Publishing
- 5) The Communicator Orient Blackswan
- 6) Business Communication – Om P Juneja Aarati Mujumdar
- 7) Business Correspondence & Report Writing- R. C. Sharma & Krishna Mohan

B.B.A.-I
Semester-I
Principles of Management (Paper-I)

Objectives:

- 1) Acquaint the Students with basic concept, Principles and functions of Management.
- 2) To make students aware about the recent trends in Management.

Unit-I

Definition, Nature and Scope of Management :

Management- Definition, Nature - Science or Art, Profession, Management Process, Role of Manager, Management Skill Levels of Management, Management Challenges. Term- Management, Administration, Organization.

Unit-II

Evaluation of Management :Contribution F.W. Tylor, Henry Fayol, Elton Mayo, Chester barhard & Peter Drucker to the Management (i.e- School of Management thought) Indian Management Thought.

Unit- III

Functions of Management :

Planning- Meaning, Definition, Nature, importance, forms, Types of Planning, Limitation. Forecasting- Meaning, Techniques, Decision Making- Types of decisions, and steps in Rational Decision Making.

Unit-IV

Organizing and Staffing :

Meaning Process and Principles of Organizing, Departmentation, Authority-Difficulties in Delegation, Centralization and Decentralization. Staffing- Need and Importance, Sources of recruitment, Selection Training and Development.

Recommended Books:

1 Principles of Management-	Koontz & O'Donnel
2 The Management Process-	R.S. DavarMichael
3 Principal of Management –	S.B. Kishor
4 Essentials of Management-	Koontz & O'Donnel, TataMc-Grow
5 Business Administration-	Mritunoy Banerhee
6 Principles & Practice- Management	T N Chhabra, Dhanapatrai & Co. of
7 Management-	Prasad

Bachelor of Business Administration

Semester - I

Financial Accounting- Paper - I

Theory Marks: 80

Internal

Assessments: 20

Periods
Allotment

Objective:

The courses aims an acquainting the students with the emerging issues in business mainlining & relenting the accounting and financial facts.

Unit 1:

An overview of basic of book keeping and accountancy. Theory & practice pertaining to recording of transactions in an integrated manner right from basic rules to final Accounts (Journal, Ledger, Cash Book, Trial balance) Accounting concept & conventions and relevant accounting standards, Accounting policies and their discloser. 16

Unit 2:

Final Accounts of companies preparation of final Accounts of Joint stock companies with reference to companies Act. 16

Unit 3:

Accounts of professional's practical problems based on preparation of receipt and payment Account & income & Expenditure Accounts & Balance sheet of medical practioners & professional accounts. 16

Unit 4:

Consignment Accounts. 12

Recommended Books

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Books on financial Accounting:-

1. Advance Accountancy Vol. I, R. L. Gupta & M. Radhaswamy, sultan chand & sons.
2. Fundamentals of Accounting, Dr. T. P. Ghosh, Sultan chand & Sons.
3. Accountancy for C. A. foundation course, P. C. Tulsain, Tata Mcgraw Hill
4. Advance Accountancy Vol. I, P. C. Tulsain, pearsons Education New Delhi.
5. Advance Accounts, M. C. Shikla, T. S. Gerewal & S. C. Gupta, S. Chand & Co. Ltd.
6. Financial Accounting, A. Mukherjee & M. Haneef, Tata Mcgraw Hill.
7. Fundamentals of Accounting, Dr. S. N. maheshwari & Dr. S. K. Maheshwari, Vikas publishing house, New Delhi.

GONDWANA UNIVERSITY

B.B.A.—I

(Semester –I)

BUSINESS ECONOMICS I

Objective

1. To expose students to basic micro economics concepts.
2. To apply economic analysis in the formulation of business policies.

Unit. No.	TOPICS
1	INTRODUCTION OF ECONOMICS
	1.1 Definitions, Nature, Scope and Significance of Economics 1.2 Difference between Micro and Macro Economics 1.3 Basic Economic Problems
2	DEMAND ANALYSIS
	2.1 Concept of Demand 2.2 Elasticity of Demand :- Types, Methods of Measurement, 2.3 Determinants and Significance of Elasticity of Demand.
3	SUPPLY ANALYSIS
	3.1 Concept and Law of Supply 3.2 Factors Affecting Supply
4	CONSUMER BEHAVIOR
	4.1 Concept of Consumer Behavior and Utility. 4.2 Law of Diminishing Marginal Utility. 4.3 Law of Equi-Marginal Utility. 4.4 Indifference Curve Analysis :-Features, Price-line. Consumer's Equilibrium.

3. To use economic reasoning to problems of business.

B.B.A.-I
Semester-I
Business Demography and Environmental Studies. (Paper-
VI)

Objectives:

- 1) acquaint the Students with basic concept, Principles and functions of Management.
- 2) To make students aware about the recent trends in Management.

UNIT-I

Demography- Meaning and definition of Demography, Need of Demographic Studies for Business. Distribution of Population Growth Physical and cultural factors affecting the distribution of population. Density of population – over, optimum and under populated regions Population explosion. - 15
Periods

UNIT-II

Environment: Meaning and definition of environment, Types of Environment- Physics and Cultural components of environment resources – Need of Environmental studies for Business Management. Energy Needs- renewable & Non-renewable energy resources (Solar, Wind, Hydropower) - 15
Periods

UNIT-III

Types of pollution Land, Water, Air, Noise, Radiation. - 15
Periods

UNIT-IV

Environmental issues related to Business: Global warming, Green House Effect, Acid Rain, Conservation of Energy, Water, Soil. - 15
Periods

Reference Books:

1. Environment Management : Charry (MCMillan)
2. Man & Environment : Das (McMillan)
3. Environment Management : G.N. Pandey, Bikas Publication House.

B.B.A.PART ONE

SEMESTER-I

STATISTICAL METHODS FOR BUSINESS

Theory:80 Marks

Internal Assessment:20 Marks

Objectives- To Provide Basic Knowledge and Understanding of important Statistical Methods elementary application to Business

Periods Allotment

UNIT I

16

Statistical Data Collection and Measures of Central Tendency

Meaning, Definition of Statistics, Function, Scope, Merits, Demerits, Importance of Statistics. Statistical Data Collection- Primary and Secondary Data, Methods of Data Collection, Measures of Central Tendency – Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean,

UNIT II

16

Dispersion and Skewness

Range, Quartile Deviation, Mean Deviation, Standard Deviation, Karl Pearson's and Bowley Coefficient of Skewness

UNIT III

16

Correlation Analysis

Simple Problems on Correlations, Two Way Method of Correlation, Concurrent Deviation Method of Correlation

UNIT IV

12

Index Number

Laspeyre's Method, Paasche's Method, Dorbish and Bowley Method and Fisher Ideal Method, Time Reversal Test and Factor Reversal Test

BOOKS RECOMMENDED

1. Statistics- R. S. N. Pillia and V. Bhagavathi, S. Chand and Company, New Delhi
2. Fundamental of Statistics – A. K. Agrawal and Sahib Singh, PHI 4TH Edition.
3. Fundamental of Mathematical Statistics – Gupta and Kapoor, Sultan Chand and Sons Publication ISBN- 8180540049
4. Basic of Computer and Statistical Techniques – Dr. Rahul Sawlikar and Dr. S. B. Kishor, Das GanuPrakashan, Nagpur – ISBN –978-81-921757-8-2
5. Statistical Methods- S.P.Gupta, S.Chand and Company, New Delhi
6. Statistical Analysis- Dr.RahulSawlikar, PayalPrakashan, Nagpur- ISBN- 978-81-922554-3-9.
7. Fundamental of Statistics- Elhancs D.N.
8. Statistics, Theory, Method and Application- Sancheti and Kapoor.

BBA I
SEMESTER - I
Computer Application for Business - 1

UNIT-I: Basic of Computer

Introduction to Computer, Types and Classification. Advantages and Limitation of Computer. Application of Computer, **Basic Anatomy of Computer**: Block, Diagram of Computer, Generation of Computers. **CPU**: Function of Each Unit.

Data Representation: Decimal, Binary, Their Interconversion

UNIT-II: Input/ Output Peripherals and Storage Devices

Input Devices: Keyboard, **Locator Device**: Mouse, Joy Stick Digitizing Tablet **Pick Device**: Light Pen, Touch Screen Track Ball, **Voice Recognition**: Microphone, **Scanning**: MICR, OCR, OMR, Barcode Reader, **Vision Capturing**: Webcam, Digital Camera Point of Scale, Touch Pad, Smart Card, **Output Devices**: VDU, Dot Matrix, Laser and Inkjet Printers, Plotters.

Memory: Primary, Cache, Flash, **Storage Classification**: Sequential, Random, **Storage Devices**: Pen Drive, Hard Disk, and Optical Disk, Blue Ray Disc.

UNIT-III: Windows

Features of Windows, GUI, Operating with Windows, Desktop, Taskbar, Windows Explorer, Control Panel, My Computer, My Documents, Recycle Bin

Windows Accessories: Calculator, Notepad, Paint, System Information, Disk Management, Disk Defragmentation, Disk Cleanup

UNIT-IV: Network & IT Trends

Computer Communication, Need for Networks, Types of Network- LAN, WAN, MAN, Concept of Network Topology, Types of Topologies and its Advantages and Limitations. Social and Ethical Issue, YouTube, FaceBook, LinkedIn, Orkut

IT Trends: Firewall, Multimedia Technology, Virtual Reality, Data Warehouse, GIS(Geographic Information System), Artificial Intelligence, Expert system, Image processing, M-Commerce, Bluetooth, WAP, Wi-Fi

Books:

- 1) Peter Nortorn's, "Introduction to Computer", TMH, 2004, ISBN-0-07-05-3142-0
- 2) S.B. Kishor, "Information Technology", Das Ganu, 978-81-921757-9-9
- 3) Pradeep K. Sinha and Priti Sinha "Computer Fundamentals", BPB, 2007, 13:978-81-7656-752-7
- 4) Chetan Shrivastava "Fundamentals of Information Technology", Kalyani publishers, 2002, ISBN-81-7663-576-6
- 5) Verma, "Computer, Internet & Multimedia – Dictionary", University Press

References:

- 1) Sanjay Saxena and Prabhpreet Chopra, "IT Tools and Applications", 2008
- 2) Akshay Kumar, "Information Technology and Info Guide", Authors press, 2000, ISBN-81-7273-040-3

B.B.A. Part-I
Semester II
English II (BUSINESS COMMUNICATION)

UNIT I : Greeting and Salutation

Introducing yourself, Greetings, Making Request and Responding To Request

Business interaction-Various situation in business world, Interviews, conducting interviews, Meeting-notice, agenda, minutes and drafting resolutions.

UNIT II: Oral Communication

Nature, characteristics, public speech, prepared speech.

INVITATION: Inviting, Accepting invitation, Refusing invitation.

Business Manners: Body Language, Gestures, Dialogues Skill, Feedback Skill, Telephone Dialogue, Telephone Etiquette and Participating In Business Meeting.

UNIT III: Inter Departmental Communication

Internal memo, office circulars, orders, notes, communication with branch office and regional office.

Basic Writing Skill

Punctuation, Words often frequently misspells, Words-multiple meaning, Single word for group of word ,Synonyms and Antonyms,Idioms and phrases.

UNIT IV: Modern Office Communication

Electronic communication, Telephone, Tele-conferencing, answering machines, Email, voice mail, Fax-Internet, Audio-Visual aids etc.

Reference Books

- 1) Business Communication-Urmlila Rai , S. M. Rai –Himalayas Publishing House, Asha Kaul-Hall Of India
- 2) Business Correspondence & Communication Skills-Kapoor (S. Chand & Co)
- 3) Effective Skills:-Ravi Agrawal –Sublime Publishing Jaipur
- 4) Developing Communication Skills-Mohan –Macmillan Publishing
- 5) The Communicator Orient Blackswan
- 6) Business Communication – Om P Juneja Aarati Mujumdar
- 7) Business Correspondence & Report Writing- R. C. Sharma & Krishna Mohan

B.B.A.-I
Semester-II
Principles of Management : Paper-II

Objectives:

To Familiarize the Students with the basic concept and Principles of Management. The student should clearly understand the definitions of different areas of management.

Unit-I: Motivation–

Concept of Motivation, Motivation and Human factor, Theories of Motivation- Maslow's hierarchy of needs theory, Herzberg's two-factor theory, McGregor's theory 'X' and theory 'Y' Financial and Non-financial incentives - 15 Periods

Unit-II : Leadership-

Concept of Leadership- Functions and traits in Leadership Types of Leadership, Qualities of Leadership, Styles of Leadership, Theories- Likert's four systems of leadership, Charismatic Leadership, Theory- Robert Black and Jane Mouton Managerial Grid. - 15 Periods

Unit-III :Controlling-

Meaning of Control, Control Process, Techniques of Control- Traditional and Modern, Co-ordination- Need and Importance, Communication- Concept, Process and barriers communication. - 15 Periods

Unit-IV

Strategic Management-

Definition classes of Decisions, Levels of Decisions, Strategy, Role of different Strategist, Relevance of Strategic Management and its Benefits, Strategic Management in India. - 15 Periods

Recommended- Books:

- 1 Essentials of Management- Koontz & O'Donnel, Tata Mc-Grow hill
- 2 Management- Stoner, Freeman
- 3 Principal of Management – S.B. Kishor
- 4 Organizational Behavior- Fred Luthans
- 5 Management & Organization- Louis A. Allen
- 6 Management- Peter Drucker
- 7 Principles & Practice of Management- L.M. Prasad
- 8 Business Environment- P.C. Tripathi & P.H. Reddy
- 9 Essential of Business Environment- K.A. Swathappa
- 10 Modern Business & Organization- Sherlekar & Sherlekar
- 11 Principles of Management- G.R. Terry & Stephen Franklin.

Bachelor of Business Administration

Semester - II

Financial Accounting- Paper - II

Theory Marks: 80

Internal

Assessments: 20

Periods
Allotment

Objective:

This course shall entree the students to develop awareness and train them in corporate Accounting inconformity with the provision of Indian companies Act 1956.

Unit 1:

Flotation of Joint stock companies and their capital structure.
Issue and forfeiture of shares, Reissue of forefend shares

16

Unit 2:

1) Valuation of Goodwill :- Meaning & features of goodwill, need for valuation of goodwill, factors influencing valuation of goodwill. Methods of valuation of goodwill.

16

Average profit Method

- Weighted Average profile method
- Super, profit Method.
- Capitalization method

2) Valuation of Shares :- Meaning & need for valuation of shares, factors influencing valuation of shares, methods of valuation of shares.

- Net Asset method
- Yield method
- Fair value method

Unit 3:

Profit Prior to incorporation of Joint Stock companies.

12

Unit 4:

Winding up of companies :-

16

Types of winding up and preparation of Liquidator's final statement of Accounts

Recommended Book :-

Books on financial Accounting:-

Advance Accountancy Vol. I, R. L. Gupta & M. Radhaswamy, sultan chand & sons.

Fundamentals of Accounting, Dr. T. P. Ghosh, Sultan chand & Sons.

Accountancy for C. A. foundation course, P. C. Tulsain, Tata Mcgraw Hill

Advance Accountancy Vol. I, P. C. Tulsain, pearsons Education New Delhi.

Advance Accounts, M. C. Shikla, T. S. Gerewal & S. C. Gupta, S. Chand & Co. Ltd.

Financial Accounting, A. Mukherjee & M. Haneef, Tata Mcgraw Hill.

Fundamentals of Accounting, Dr. S. N. maheshwari & Dr. S. K. Maheshwari, Vikas publishing house, New Delhi.

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B.B.A. - I

(Semester –II)

Business Economics II

Unit. -No	TOPICS
1	Market Structure
	1.1 Classification of Market 1.2 Perfect Competition : Features and Price determination of the Firm & Industry 1.3 Monopoly : Price determination Under Monopoly. 1.4 Monopolistic Competition :Price and Output Determination Under Monopolistic Competition.
2	Cost Analysis
	2.1 Accounting Cost and Economic Cost. 2.2 Short Run Cost Analysis : Fixed, Variable and Total Cost Curves, Average and Marginal Costs. 2.3 Long Run Cost Analysis : Economics and Diseconomies of Scale and Long Run Average and Marginal Cost Curves.
3	Factor Pricing
	3.1 Marginal Productivity Theory of Distribution 3.2 Rent: Modern Theory of Rent & Quasi Rent. 3.3 Wages: Minimum & Living Wages, Trade Union & Wages. 3.4 Interest Liquidity Preference Theory of Interest. 3.5 Profit : Innovation Theory of Profit, Risk & Uncertainty Theory of Profit.
4	Welfare Economics.
	4.1 Concept of Welfare and its determinants. 4.2 Concept of Welfare State & Role of Government. Views of Prof.A.C.Pigou. Dr. H.Daiton & Dr. Amartya Sen on Welfare.

Recommended Books : (For Business Economics Paper-I & Paper -II of Semester I & II)

1. Business Economics – H.L. Ahuja S.Chand and Company New Delhi.
2. Business Economics – V.G. Mankar Macmillan India Ltd. New Delhi
3. Vyavasaik Arth Shastra – Dr.T.G. Gite Atharv Publication. Pune
4. Basic Economics & Business Environment Prof. G.M.Kochar Dr.K.B. Moharir Ku.G.K.Khalsa, Dr. Devender Kawday -Das Ganu Prakashan Nagpur. I.S.B.N. No. 978-93-81660-19-3
5. Micro Economics - D.N. Dwivedi – Pearson Publication NOIDA (U.P.)
6. Micro Economics—Theory An Analytical Approach- -J.M. Joshi and R. Joshi

Wishwa Prakashan New Delhi

- 7 Business & Managerial Economics . Prof. Sampat Mukherjee New Central Book Agency, Calcutta.
8. Choice, Welfare and Measurement. Dr.Amartya Sen Oxford University Press New Delhi 1983
9. Economic Inequality, Oxford University Press New Delhi. 1974

B.B.A.-I
Semester-II
Foundation of Human Skills & Cultural Heritage (Paper
III)

Objectives:

- 1) acquaint the Students with basic concept, Principles and functions of Management.
- 2) To make students aware about the recent trends in Management.

UNIT-I

Basic of human nature, influence of heredity and environment, intelligence, abilities. Personality. Developing appropriate leadership styles. - 15
Periods

UNIT-II

Basic dimensions of individual interactions in society: Motivation and Theories of Motivation. -
15 Periods

UNIT-III

Understanding self and others through Johari Window, Understanding others through scientific assessment tools. - 15
Periods

UNIT-IV

Concept of group and team, concept of organization, organization structure. Handling conflict in organization. - 15
Periods

Reference Books:

1. Organizational Behavior : Newsrom , J. Keith D.
2. Industrial Psychology : Ghosh P.K. and Ghorpade M.B.
3. Organizational Theory and Behavior : Mathew M.
4. Organization Behavior : S. Robbin

B.B.A.PART ONE
SEMESTER-II
STATISTICAL METHODS FOR BUSINESS - II

Theory:80 Marks

Internal Assessment:20 Marks

Objectives- To Provide Basic Knowledge and Understanding of important Statistical Methods elementary application to Business

Periods Allotment

UNIT I

16

Regression Analysis

Simple Problems on Regression, Mean and Standard Deviation Method, Equation Method (Including One Equation)

UNIT II

12

Time Series and Forecasting

Components of Time Series- Estimation of Trends and Seasonal Components, Moving Average (Including 3, 4, 5 Yearly)

UNIT III

16

Chi-Square Test-

UNIT IV

16

Probability

Basic Concepts, Simple and Compound Probabilities, Permutations and Combinations

BOOKS RECOMMENDED

1. Statistics- R. S. N. Pillia and V. Bhagavathi, S. Chand and Company, New Delhi
2. Fundamental of Statistics – A. K. Agrawal and Sahib Singh, PHI 4TH Edition.
3. Fundamental of Mathematical Statistics – Gupta and Kapoor, Sultan Chand and Sons
Publication ISBN- 8180540049
4. Basic of Computer and Statistical Techniques – Dr. Rahul Sawlikar and Dr. S. B.
Kishor, Das GanuPrakashan, Nagpur – ISBN –978-81-921757-8-2
5. Statistical Methods- S.P.Gupta, S.Chand and Company, New Delhi
6. Statistical Analysis- Dr.RahulSawlikar, PayalPrakashan, Nagpur-
ISBN-978-81-922554-3-9
7. Fundamental of Statistics- Elhancs D.N.
8. Statistics, Theory, Method and Application- Sancheti and Kapoor

BBA I
SEMESTER - II
Computer Application for Business -2

UNIT-I: Office Automation and Internet

Introduction of Office Automation, What is Office?, Need of Office Automation

Office Automation Tools: Computer: E-MAIL, Internet For Business Conferencing, Voice-Mail, Fax Machine

Internet and Open Source Terminologies

Basic Internet terms, Internet Addressing, Services provided by Internet, detail about E-mail, Search Engine. Open Source Terminologies: Open Source Software, Freeware, Shareware, Proprietary Software, FLOSS, GNU, FSF, OSI

UNIT-II: Working with MS-Word

Introduction to Word Processing, Features of MS-Word, Creating document, Opening Documents, Saving Documents, Protecting Document, Print Preview, Page Setup, Printing Document, Various Utility Option like: Undo, Copy, Paste, Cut, Select, Find, Replace, Goto Formatting Text With: Font, Paragraph, Alignment, Line Spacing, Bullets and Numbering, Border and Shading, Format Painter, Columns, Tabs, Drop Cap, Change Case, Background,

UNIT-III: Working with Spreadsheet & Presentation

Introduction to Spreadsheet, Features of Ms-Excel, Basic of MS-Excel, Navigating around the Worksheet, Excel Toolbars and Operations, Formatting Features, Creating New Workbook, Opening, Closing and Saving Workbook, Page Setup, Printing Worksheet, Text Alignment, Navigating or Moving around Worksheet, Naming Worksheet, Inserting, Deleting, Hiding and Deleting Worksheet.

Powerpoint: Introduction, Features of MS-PowerPoint, Creating Slides, Running Slides, Slide Shorter, Different types of Layout, Inserting Clip Art, Picture, Slide, Copying, Hiding Slides, Slide Transition. Toolbar, Standard Toolbar, Formatting Toolbar, Drawing Toolbar, Text Styling, Send to Back, Entering Data to Graph, Organization Chart, Table

UNIT-IV: Fundamental of E-Commerce

Introduction of E-Commerce, E-Commerce Application, Definition, Feature of E-Commerce Basic tools required for E-Commerce, Impediments in E-commerce, Difference between Traditional Commerce and Electronic Commerce, E-commerce Service, Electronic Data Interchange, Value Added Services, Online payment Services, Electronic Commerce and the Trade Cycle, E-Business, E-Education, E-Governance

Books:

- 1) K.K. Bajaj, "Office Automation", MacMillan, ISBN 13: 9780333929278
- 2) S.B. Kishor, Information Technology (Ms-Office), Das Ganu
- 3) Alex Leon, "PC SOFTWARE MADE EASY", TMH, ISBN-9788182090705

References:

- 1) S.Jaiswal, "IT Today Encyclopedia", Galgotia, ISBN: 9788175152700
- 2) Sanjay Saxena, "A First Course in Computers", Vikas Publication, ISBN : 9788125914440

