

FACULTY OF ECONOMICS & BUSINESS

SYLLABUS

for

Bachelor of Business Administration (B.B.A)

(Semester: I -II)

(Under Continuous Evaluation System)

Session: 2018-19



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Programme Outcomes

Students of all undergraduate general degree Programmes at the time of graduation will be able to:

- PO1. take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- PO2. speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- PO3. work and communicate effectively in inter-disciplinary environment, either independently or in a team, and demonstrate leadership qualities. Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- PO4. demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- PO5. recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
- PO6. understand the issues of environmental contexts and sustainable development.
- PO7. recognize the need to engage in lifelong learning through continuing education and research.

BBA

Bachelor of Business Administration

Duration: 3Years

Level: Graduation

Type: Degree

BBA provides the students a basic understanding of what management is all about. Along with this, students are taught the art of communicating effectively – this also prepares them for their entrepreneurial journey. Students get practical trainings in the form of presentations, case studies, visits to industries, and interactions with industry experts.

Programme Specific Outcomes

Towards the end of the programme, it would:

PSO1: strengthen a student's managerial and communication skills,

PSO2: enhance his/her decision making ability

PSO3: make the student ready for the corporate world

PSO4: develop self-confidence and awareness of general issues prevailing in the society

PSO5: give industry exposure to the students which would prepare them for their entrepreneurial journey

PSO6: prepare students for job types in different employment areas

Scheme of Studies and Examination (Session 2018-19)
B.B.A

Semester I							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-1421/ BBRL-1031 BBRL-1431	Punjabi Compulsory/ Basic Punjabi/ PHC	C	50	40	-	10	3
BBRL-1212	English (Compulsory)	C	50	40	-	10	3
BBRL-1323	Basic Accounting	C	50	40	-	10	3
BBRL-1324	Business Organization & System	C	50	40	-	10	3
BBRL-1175	Managerial Economics-I	C	50	40	-	10	3
BBRM-1126	Computer Applications for Business-I	C	50	25	15	10	3+1
BBRL-1107	Business Communication	C	50	40	-	10	3
AECD-1161	*Drug Abuse: Problem Management and Prevention (Compulsory)	AECC	50	40	-	10	3
SECF-1492	*Foundation Programme	VBCC	25	25	-	-	2
Total			350				

C-Compulsory

AECC- Ability Enhancement Compulsory Course

VBCC- Value Based Compulsory Course

B.B.A(Session 2018-19)

Semester II							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-2421/ BBRL-2031 BBRL-2431	Punjabi Compulsory/ Basic Punjabi/ PHC	C	50	40	-	10	3
BBRL-2212	English (Compulsory)	C	50	40	-	10	3
BBRL-2323	Business Laws	C	50	40	-	10	3
BBRL-2324	Principles of Management	C	50	40	-	10	3
BBRL-2175	Managerial Economics-II	C	50	40	-	10	3
BBRL-2326	Computer Based Accounting System	C	50	40	-	10	3
BBRL-2327	Fundamentals of Banking	C	50	40	-	10	3
AECD-2161	*Drug Abuse: Problem Management and Prevention (Compulsory)	AECC	50	40	-	10	3
SECM-2502	*Moral Education Programme	VBCC	25	25	-	-	1
Total			350				

***Marks of these papers will not be added in grand total and only grades will be provided.**

C-Compulsory

AECC- Ability Enhancement Compulsory Course

VBCC- Value Based Compulsory Cours

Bachelor of Business Administration (Semester I)

Session 2018-19
Course Code: BBRL -1323
BASIC ACCOUNTING

Course Outcomes:

After successful completion of this course, students will be able to –

CO1: Acquire conceptual knowledge of basic accounting and gain skills required for recording various kinds of business transactions.

CO2: Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.

CO3: Prepare financial statements in accordance with Generally Accepted Accounting Principles

CO4: Prepare final accounts of sole proprietor (Trading account, Profit & Loss Account and Balance Sheet).

Bachelor of Business Administration (Semester I)
Session 2018-19
Course Code: BBRL -1323
BASIC ACCOUNTING

Time : 3 Hours

Max. Marks: 50
Theory:40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
<p>Introduction: Financial Accounting-Definition and Scope, Objectives of Financial Accounting, Accounting v/s Book Keeping, Terms used in accounting, Users of Accounting Information and Limitations of Financial Accounting.</p> <p>Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-Concept, Objectives, Benefits, Brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline.</p> <p>Recording of Transactions: Accounting Process/Cycle, Journal.</p>
Unit-II
<p>Subsidiary Books, Ledger, Cash Book, Trial Balance, Bank Reconciliation Statement.</p> <p>Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).</p>
Unit-III
<p>Final Accounts: Meaning of Financial Statements, Usefulness of Financial Statements, Elements of Financial Statements, Preparation of Trading and Profit & Loss Account and Balance Sheet without Adjustments.</p> <p>Final Accounts with Adjustments : Treatment of Some Items which may be Direct Items, Indirect Items, Incomes and Expenses, Treatment of Items of Adjustment Appearing Outside the Trial Balance, Treatment of Items of Adjustment Appearing Inside the Trial Balance.</p>
Unit-IV
<p>Introduction to Company Final Accounts: Important provisions of Companies Act, 2013 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.</p> <p>Computerised Accounting: Computers and its application in accounting. Accounting software package (Tally)</p>

Suggested Readings:

1. Gupta, Ambrish, “Financial Accounting for Management: An Analytical Perspective”, Pearson Education, New Delhi.
2. [Khatri](#), Dhanesh, “Financial Accounting” Tata McGraw-Hill, New Delhi.
3. Horngren, Charles T., Sundem, Gart I, Elliot, John A.Philbrick, Donna R., “Introduction to Financial Accounting”, Prentice Hall, New Delhi.
4. [Ramachandran](#), N and Kakani, [Ram](#), “Financial Accounting for Management”, Tata McGraw-Hill, New Delhi.
5. [Shukla](#), M.C., [Grewal T.S. and Gupta](#), S.C., “Advance Accounts”, Sultan Chand & Sons, New Delhi.

Note: The latest editions of the books should be followed.

Bachelor of Business Administration (Semester I)
Session 2018-19
Course Code: BBRL-1324
BUSINESS ORGANISATION & SYSTEMS

Course Outcomes:

On successful completion of this course, students will be able to:

CO1. Understand the nature of business activities and the environment within which they function.

CO2. Develop an understanding of the role of business activities in the modern world.

CO3. Learn the theoretical and practical aspects of the operation of various types of business organizations.

CO4. Develop an awareness of the changing and integrated nature of business problems and an ability to explore and deal with these problems.

Bachelor of Business Administration (Semester I)
Session 2018-19
Course Code: BBRL-1324
BUSINESS ORGANISATION & SYSTEMS

Time: 3 Hours

M. Marks: 50
Theory:40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
Introduction to Business and Commerce: Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system Trade and aids to trade- Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India.
Unit-II
Forms of Business Organization: Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organization, Classification based on Business Unit. Setting up a New Enterprise: Promotion of a business. Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Problems in starting a new business.
Unit-III
Business and Society: Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social responsibilities of business, Social Audit, Manager and his environment: external and internal Domestic & Foreign Trade: Import export trade procedure & their organization.
Unit-IV
Organization of wholesale & retail trade - Recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy. Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.

Suggested Readings:

1. [Kaul](#), Vijay Kumar “Business Organization and Management: Text and Cases”, Pearson Education, New Delhi.
2. Singla, R.K., “Business Organization and Management”, V.K. (India) Enterprises, New Delhi.
3. Daft, Richard L., Daft, J., Murphy, H., & Willmott, “Organization Theory and Design”, Cengage Learning EMEA, New Delhi.
4. [Fernando](#), A.C., “Business Environment” Pearson Education, New Delhi.
5. [Archie B. Carroll](#), [Ann K. Buchholtz](#), “Business & Society: Ethics, Sustainability and Stakeholder Management”, Cengage Learning, New Delhi.

Note: The latest editions of the books should be followed.

Bachelor of Business Administration (Semester I)
Session 2018-19
Course Code: BBRL-1175
MANAGERIAL ECONOMICS- I

Course outcomes:

After successful completion of this course, Students will be able to --

CO1: understand the various aspects of demand for a particular product and theoretical consumer behavior in the context of demand for a product and multiple products.

CO2: understand the production decisions of a producer in the context of inputs and different market structures.

CO3: understand different concepts of cost structure of a firm in short run and long run.

Bachelor of Business Administration (Semester I)
Session 2018-19
Course Code: BBRL-1175
MANAGERIAL ECONOMICS- I

Time: 3 Hours

M. Marks: 50
Theory:40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
<p>Theory of Demand: Meaning of demand and its types, Law of demand. Price elasticity of demand and its measurement.</p> <p>Consumer's Behaviour: Utility approach: Brief outline of law of diminishing marginal utility, law of equi-marginal utility.</p>
Unit-II
<p>Indifference Curve Approach: Consumer equilibrium; Income, Price and Substitution effects. Revealed Preference Approach.</p> <p>Theory of Supply: Concept and law of supply, factors affecting supply.</p>
Unit-III
<p>Theory of Production: Law of variable proportion: total, average and marginal physical product. Law of Returns to scale, Economies and diseconomies of scale.</p> <p>Theory of Cost: Short and Long period costs, Concept of total cost, Marginal and Average cost. Theory of cost in short-run and long-run. Concept of revenue: Total Revenue; Average Revenue. Relationship between Average and Marginal Revenue and Price elasticity of demand.</p>
Unit-IV
<p>Pricing Under Various Market Conditions: Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition, Monopoly - Price determination under Monopoly, Monopolistic Competition - Price and Output, determination under Monopolistic Competition.</p>

Suggested Readings:

1. Koutsoyiannis, A., “Modern Micro Economics”, Palgrave Macmillan.
2. Dwivedi, D.N., “Microeconomics: Theory and Applications”, Pearson Education, New Delhi.
3. Gravelle H., and Rees, R., “Microeconomics”, Pearson Education, New Delhi.
4. Ahuja, H.L., “Advanced Economic theory; Microeconomic Analysis”, S. Chand & Company Ltd. New Delhi.
5. Mithani, D.M., “Managerial Economics”, Himalaya Publishing House, New Delhi.

Note: The latest editions of the books should be followed.

Bachelor of Business Administration (Semester I)
Session 2018-19
Course Code: BBRM-1126
COMPUTER APPLICATIONS FOR BUSINESS- I

Course Outcomes:

After passing this course the student will be able to:

CO1: understand the basic knowledge of computer, its components and Input/Output devices .

CO2: use operating system for and gain knowledge about the functionality of operating system.

CO3: learn word processing software to create, edit and format documents.

CO4: gain knowledge on spreadsheet software like how to calculate, organize, edit and present numerical data and apply formulae on it.

Bachelor of Business Administration (Semester I)
Session 2018-19
Course Code: BBRM-1126
COMPUTER APPLICATIONS FOR BUSINESS- I

Time: 3 Hours

Total Marks: 50
Theory: 25
Practical: 15
CA:10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
<p>Computer Fundamentals: Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers.</p> <p>Internal and External Memory Storage: RAM, ROM, PROM, EPROM. Commonly used Input/output/Memory storage devices: Punched Card, VDU, CRT. Difference between Hardware & Software. Types of software system. Software & Application software, Interpreter.</p>
Unit-II
<p>Operating System: Definition, Types of operating on the Basis of processing. Introduction to various types of operating system such as windows & DOS Overview and Anatomy of windows, Working with files and folder in windows.</p> <p>Basic Commands of Internal & External commands in DOS.</p>
Unit-III
<p>MS-Word: Overview, Creating, Saving, Opening, Importing, Exporting & Inserting files. Formatting pages, paragraphs and sections. Indents and outdates. Creating lists and numbering. Heading Styles, Fonts and size editing, positioning & viewing text. Finding & replacing text, inserting page breaks, page numbers, book marks, symbols & dates. Using tabs and tables Header, Footer & Printings.</p>

Unit-IV

MS-Excel: Worksheet overview. Entering information. Worksheet. Opening and saving workbook. Formatting number and texts. Protecting cells. Producing Charts and printing operations graphs.

MS-Power Point: Presentation Basics Menus & Toolbars. Opening & Saving & existing presentation creating & Saving a presentation using auto content wizard. Design Template Blank Presentation. The slides sorter view. Insert slides from another presentation. Inserting pictures and graphics. Slide show, printing, slides.

Suggested Readings:

1. Peter Norton, "Introduction to Computers", McGraw-Hill, New Delhi.
2. Sanjay Sexana, "A First Course in Computers", Vikas Publishing House, New Delhi.
3. Rajaraman, V., "Fundamental of Computers", Prentice Hal India, New Delhi.
4. Srivastava, S.S., "MS-Office" Firewall Media, New Delhi.
5. Alexis Loeon and MatheusLeon, "Introduction to Computers with MS-Office 200", Tata McGraw-Hill, New Delhi.

Note: The latest editions of the books should be followed.

Bachelor of Business Administration (Semester I)
Session 2018-19
Course Code: BBRL-1107
BUSINESS COMMUNICATION

Course Outcomes:

After passing this course, the students will be able to:

CO1: acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

CO2: learn effective business writing and business communication.

CO3: develop and deliver effective presentations.

CO4: acquire interpersonal communication skills that maximise team effectiveness.

CO5: Write job interview and application letters and how to prepare for an interview

Bachelor of Business Administration (Semester I)
Session 2018-19
Course Code: BBRL-1107
BUSINESS COMMUNICATION

Time: 3 Hours

M. Marks: 50
Theory:40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
Business Communication – Meaning & Importance, Communication purpose, process, elements, barriers to communication and conditions for successful communication. Forms of Communication, basic models of communication, 7C's of effective business communication. Organizational Communication: Importance of Communication in Management, Formal and Informal Communication, Internal and external communication
Unit-II
Presentation Skills: Presentation on any chosen topic, Oral presentations, Principles of oral presentations, factors affecting presentations. Business Etiquette: Understanding etiquette, Cross-cultural etiquette, Business manners. Business to business etiquette.
Unit-III
Presentation Skills: Presentation on any chosen topic, Oral presentations, Principles of oral presentations, factors affecting presentations. Business Etiquette: Understanding etiquette, Cross-cultural etiquette, Business manners. Business to business etiquette. Customers' correspondence: - Complaints, Regarding dues, follow up letters
Unit-IV
Secretarial Correspondence: -Correspondence with shareholders, debenture holders regarding dividend, interest, transfer-transmission. Communicating with statutory authorities and bodies like Stock exchange, RBI, SEBI. Preparation of resume, Job application, Drafting of interview letters, call letters, final appointment orders.

Suggested Readings:

1. Taylor, S. and Chandra, V., “Communication for Business: A Practical Approach”, Fourth Edition, 2011, Pearson Education.
2. Bovee, C. and Thill, J., “Business Communication Today”, 2011, Prentice Hall.
3. Sethi, A and Adhikari, B. “Business Communication”, 2009, McGraw Hill Education.
4. Kaul, A., “Business Communication”, 2004, Prentice Hall of India, New Delhi.
5. Dulek, R. and Fielden, J., “Principles of Business Communication”, 1990, Macmillan Publishing Co., New York.
6. Rodriques M.V., (2003), “Effective Business Communication”, 13th Edition.
7. Doshi S.R., (2008), “Business Communication & Management–Methods & Techniques”.
8. Herata. A. Murphy, Charles E. Peck, (1981), 3rd Edition, “Effective Business Communication”, Tata McGraw Hill Publishing Co. Ltd.

Note: The latest Editions of the books should be followed.

Bachelor of Business Administration (Semester II)
Session 2018-19
Course Code: BBRL-2323
BUSINESS LAWS

Course Outcomes:

After passing this course, the students will be able to:

CO1: demonstrate the relationship between law and economic activity through awareness of legal principles involved in economic relationships and business transactions.

CO2: understand the Indian Contract laws and Contract of Sale of Goods laws

CO3: understand the provisions regarding Limited Liability Partnership Act and Consumer Protection Act.

CO4: develop the habit of analytical thinking and logical reasoning as a technique for decision making.

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Bachelor of Business Administration (Semester II)
Session 2018-19
Course Code: BBRL-2323
BUSINESS LAWS

Time: 3 Hours

M. Marks: 50
Theory:40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
Law of Contract (1872): Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent, Consideration.
Unit-II
Law of Contract: Legality of object, Agreement declared void, Performance of contract; Discharge of contract, Remedies for contract of contract. Sales of Goods Act (1930): Formation of contracts of sale; Goods and their classification, price; conditions and warranties.
Unit-III
Sales of Goods Act : Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement. The Consumer Protection Act (1886): Definition of consumer, Features, Grievance redressed machinery.
Unit-IV
Negotiable Instruments Act (1881): Definition of negotiable instruments, Features; Promissory note, Bill of Exchange, Cheque; Holder and holder in the due course. Crossing of a cheque, types of crossing. Negotiation, Dishonour and discharge of negotiable instrument.

Suggested Readings:

1. Singh, Avtar, "The Principles of Mercantile Law", Eastern Book Company, Lucknow.
2. Kapoor, N.D., "Business Law", Sultan Chand & Sons, New Delhi.
3. Tulsian, P.C., "Business Law", Tata McGraw Hill, New Delhi.
4. UsaTbpUsa, "Indian Business Law", International Business Publications, USA.

Note: The latest editions of the books should be followed.

Bachelor of Business Administration (Semester II)
Session 2018-19
Course Code: BBRL-2324
PRINCIPLES OF MANAGEMENT

Course Outcomes:

After successful completion of this course, students will be able to –

CO1. demonstrate their knowledge of business and management principles.

CO2. Understand the global environment in which business operates.

CO3. identify and evaluate social responsibility and ethical issues involved in business situations.

CO4. practice the process of managerial functions of management.

CO5. acquire critical thinking and problem-solving skills.

CO6. acquire the ability to recognize when change is needed in business and adapt to change as it occurs.

CO7. discuss and communicate management evolution and how it would affect future managers.

Bachelor of Business Administration (Semester II)

Session 2018-19

Course Code: BBRL-2324

PRINCIPLES OF MANAGEMENT

Time: 3 Hours

M. Marks: 50

Theory:40

CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
<p>Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Concept of management, administration and organization Principles of management, Scientific Management.</p> <p>Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought.</p> <p>Management Techniques: Management by Objective: Meaning, Process, Benefits, And Weaknesses.</p>
Unit-II
<p>Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.</p> <p>Organizing: Meaning, Nature and Purpose of organization, Theories of organization, principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Delegation, Span of Management: Factors determining effective span.</p>
Unit-III
<p>Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralisation and Departmentation.</p> <p>Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization</p>
Unit-IV
<p>Staffing: Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.</p> <p>Directing: Motivation: Meaning, Nature, Importance, Types, Theories of Motivation: Mc. Gregor's, Maslow and Herzberg. Leadership: Meaning, Nature, Styles, Managerial grid, Likert system, Theories: Trait, Behavioural, Situational and Followers.</p> <p>Coordination: Principles and Techniques, Difference between coordination and</p>

cooperation.

Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.

Suggested Readings:

1. Robbins, S.P., & Coulter, M.K., “Management”, Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, “Principles of Management”, PHI Learning Pvt. Ltd., New Delhi.
3. Koontz, H., Weihrich, H., & Aryasri, A.R., “Essentials of Management”, Tata McGraw-Hill, New Delhi.
4. Aswathapa, K. “Essential of Business Administration”, Himalaya Publishing House, Mumbai.

Note: The latest editions of the books should be followed.

Bachelor of Business Administration (Semester II)
Session 2018-19
Course Code: BBRL-2175
MANAGERIAL ECONOMICS-II

Course outcomes:

After successful completion of this course, Students will be able to –

CO1: understand the generation of income and problems associated with it from macroeconomic point of view.

CO2: understand the consumption and investment behaviour of an economy and factor affecting consumption and investment decisions.

CO3: understand the mechanism of income and investment propagation in an economy and problems associated with it.

CO4: understand the problem of inflation, its causes, effects and solutions in an economy.

Bachelor of Business Administration (Semester II)

Session 2018-19

Course Code: BBRL-2175

MANAGERIAL ECONOMICS-II

Time: 3 Hours

M. Marks: 50

Theory:40

CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Objective: To provide a basis of understanding macroeconomics concepts.

Unit-I
Macroeconomics: Meaning, nature and scope. Basic concepts: Stock and flow variables, static, comparative static and dynamic analysis. National Income: Concept and Importance of National Income. Gross and Net National Product, Gross and Net Domestic Product; Personal Income and Disposable Income. Measurement of National Income: Income, Output and Expenditure Method, Problems in Measurement of National Income.
Unit-II
Consumption Function: Meaning and Nature, Determinants and Measures to raise Propensity to Consume, Keynes Psychological Law of Consumption- Meaning, Properties and Implications.
Unit-III
Investment: Classical Theory of Investment, Keynesian Theory of Investment, Accelerator Theory of Investment. Keynesian Economics: Theory of Money, Saving and Investment Function. Multiplier: Static and Dynamic Analysis; Balanced Budget Multiplier, Employment Multiplier.
Unit-IV
Business Cycle: Keynes's Theory of Trade Cycle, Kaldor's Theory of Trade Cycle, Hicks' Theory of Trade Cycle, Samuelson's Theory of Trade Cycle Inflation: Meaning, Types, Theories, Causes, effects and Context.

Suggested Readings:

1. Ackley, G., "Macroeconomics: Theory and Policy", Macmillan, New York.
2. Shapiro, E., "Macroeconomic Analysis", Galgotia Publication, New Delhi.
3. Gppdwin Neva, J. A. Nelson & J. Harris, "Macroeconomics in Context", PHI Learning Pvt. Ltd, New Delhi.
4. Dornbusch R., S. Ficher & R. Startz, "Macro Economics", Tata McGraw Hill Publishing Company Ltd., New Delhi.
5. Agarwal, Vanita, "Macroeconomics: Theory and Policy", Pearson Education, New Delhi.

Note: The latest editions of the books should be followed.

Bachelor of Business Administration (Semester II)
Session 2018-19
Course Code: BBRL-2326
COMPUTER BASED ACCOUNTING SYSTEM

Course Outcomes:

After passing this course, the student will be able to:

CO1: understand the role of computerised accounting software in the business environment.

CO2: develop competence and expertise, to an advanced level, using different accounting software packages, in maintaining data and providing user information.

CO3: become familiar with basic accounting software named TALLY ERP9.

CO4: maintain accounts in TALLYERP9.

Bachelor of Business Administration (Semester II)
Session 2018-19
Course Code: BBRL-2326
COMPUTER BASED ACCOUNTING SYSTEM

Time: 3 Hours

M. Marks: 50
Theory:40
Assessment: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
Computerized Accounting: - Meaning, need, Concepts of Accounting groups, Hierarchy of accounts, Codification in accounting. Accounting package - Setting up an accounting entity, Creation of groups and accounts Designing and creating vouchers; Data Entry operations using the vouchers, Processing for reports to prepare ledger accounts, trial balance and balance sheet.
Unit-II
Database Design for Accounting Identifying and appreciating the data content in accounting transactions; overview of database concepts, ER model; creating and implementing RDM for Financial Accounting; SQL to retrieve data and generate accounting information.
Unit-III
Documenting transactions using vouchers; System of vouchers and database design for accounting; Storing and maintain transaction data. Tally Financial Accounting Packages: Preparation and online finalization of accounts on Tally, ERP 9.0; Introduction of Tally, ERP 9.0, Phases of Implementation, Aides for implementation. Accounts Management (Using Tally, ERP 9.0 Software Package);
Unit-IV
Accounts Masters, Accounts Transaction, Accounts Reports. Preparation and Compilation of complete balance sheet of any Industries/Organization/ Firms. (The mentioned versions of Tally must be replaced with latest available version)

Suggested Readings:

1. Hall, J.A, “Accounting Information System”, South Western College Publishing.
2. Gelinas, Ultric, J. and Steve, G. Suffon, “Accounting Information System, South Western Thomson Learning.
3. “Tally- ERP 9, Simple Steps of Learning”, Kogent Learning.

Note: The latest editions of the books should be followed.

Bachelor of Business Administration (Semester II)
Session 2018-19
Course Code: BBRL- 2327
FUNDAMENTALS OF BANKING

Course Outcomes:

After the successful completion of this course, students will be able to:

CO1: Describe the commercial banks-evolution, nature and importance for economy.

CO2: Explain the different types of banks and their role in economic development

CO3: Elucidate the broad functions of banks; primary and secondary functions

CO4: Explain the role of RBI, and identify the techniques of credit control and credit creation

CO5: Understand the nature of negotiable instruments- cheques, bills of exchange, promissory notes and role of clearing house

Bachelor of Business Administration (Semester II)

Session 2018-19

Course Code: BBRL- 2327

FUNDAMENTALS OF BANKING

Time: 3 Hours

M. Marks: 50

Theory:40

Assessment: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
Commercial Banks—Introduction, evolution, nature, functions, importance and services provided by commercial banks. Types of Banks-Commercial Bank, Regional Rural Banks, Foreign Banks, Cooperative Banks, Public bank and Private bank, difference between public and private banks.
Unit-II
Central Bank—meaning and functions, Techniques of credit control, mechanism of Credit Creation. Practical Aspect of Banking- Negotiable Instruments— Cheques, bills of exchange and promissory notes, endorsements, difference between cheques and bills of exchange.
Unit-III
Customer's Pass Book-Entries in Pass Book, Effects of errors favourable to the Banker and Customer. Clearing House System
Unit-IV
Systems of Banking- Group and Chain Banking, Unit and Branch Banking, Investment Banking and Mixed Banking.

Suggested Readings:

1. Sundharam, Varsheney, “Banking Theory, Law & Practice”, Sultan Chand & Co.
2. Shekhar, K.C; Shekhar, Lekshmy, “Banking Theory and Practice”, Vikas Publishing House.
3. Sethi, Jyotsana; Bhatia, Nishwan, “Elements of Banking and Insurance”, PHI Learning Private Limited, New Delhi
4. www.rbi.org

Note: The latest editions of the books should be followed.