

BIRD'S EYE VIEW OF THE COURSE

Ist Year (Part-I)		Duration	Maximum Marks		
		Hours	Th.	V.V.	Total
1.	Business Communication	Three (03) Hrs.	80	+ 20	= 100
2.	Management Concept	Three (03) Hrs.	80	+ 20	= 100
3.	Financial Accounting & Auditing	Three (03) Hrs.	80	+ 20	= 100
4.	Managerial Economics	Three (03) Hrs.	80	+ 20	= 100
5.	Office Management and Secretarial Practice	Three (03) Hrs.	80	+ 20	= 100
		Total :	400	+100	= 500
IInd Year (Part-II)					
1.	Financial Management	Three (03) Hrs.	80	+ 20	= 100
2.	Business Law	Three (03) Hrs.	80	+ 20	= 100
3.	Business Mathematics and Statistics	Three (03) Hrs.	80	+ 20	= 100
4.	Business Environment	Three (03) Hrs.	80	+ 20	= 100
5.	Cost and Management Accounting	Three (03) Hrs.	80	+ 20	= 100
		Total :	400	+100	= 500
IIIrd Year (Part -III)					
1.	Human Resource Management	Three (03) Hrs.	80	+ 20	= 100
2.	Taxation Law and Accounting	Three (03) Hrs.	80	+ 20	= 100
3.	Marketing Management	Three (03) Hrs.	80	+ 20	= 100
4.	Money and Banking	Three (03) Hrs.	80	+ 20	= 100
5.	Computer Application	Three (03) Hrs.	80	+ 20	= 100
		Total :	400	+100	= 500

B.B.A. (PART-I)

BUSINESS COMMUNICATION

1st Paper

Full Marks : 80+20=100

1. **Unit - I :** Introduction, Meaning Basic Terms, Models and Processes. Theories of Communication, Audience Analysis.
2. **Unit - II :** Self Development & Communication, Development of Positive Personal Attitudes, SWOT Analysis, Votes Model of Interdependence Whole Communication.
3. **Unit - III :** Corporate, Communication - Formal and Informal Communication Net Work, Graprine, Miscommunication, Limitations, Iproving Communication Skill Practices in Business Communication, Group Discussion, MOCK Interviews Seminars.
4. **Unit - IV :** Principles of Effective Communication, Writing Skill, Planning Business Messages, Rewriting & Editing. The First draft, Reconstruction the Final Draft Different Kinds of Business letters and Memo formates, Office Memorandum.
5. **Unit - V :** Report Writing, Introduction, Brief Report & Formal Report, Presentation, Principles and Kinds of Reports.
6. **Unit - VI :** Effective listening, Principles of Effective listening, Factors effecting learning exercise.
7. **Unit - VII :** Interviewing Skills, Appeaing in Interviews, Conducting, Interviews, Writing Resume and Letter of Application; Conducting Surveys.

TEXT BOOKS :

1. Balasubramanyam: Business Communications, Vikash Publishing House, New Delhi.
2. Kaul : Effective Business Communication, Prentice Hall, New Delhi.
3. Patri, V. R. : Essentials of Communications, Greenspan Publ., New Delhi.
4. Senguin J. : Business Communiations - The world and your carrier, Allied Publication, New Delhi.
5. Ronald, E. Dulell & Jobh So Fielder : Principles of Business Communication, Macmillan Publishing Company, London.
6. Boree & Thill : Business Communication Today-Total Mac Graw Hall, New Delhi.
7. Randall E. Magors : Business Communication, Harber & Row, New York.

MANAGEMENT CONCEPT

2nd Paper

Full Marks : 80+20=100

1. **Unit - I :** Meaning, Definition, Nature, Principles, Functions & Scope of Management - Management Art or Science- Development of Scientific Management and other of Management thought.
2. **Unit - II :** Planning : The meaning and purpose of Planning - Steps in Planning-Types of Plans. Objectives & Policies - Objectives, Policies, Procedures and Methods-Nature and Types of Policies. Decision Making - Process of Decision Making - Types of decision, Problems involved in decision making.
3. **Unit - III :** Organization : Types of organization, Structure - Span of control - Use of Staff units and committees.
4. **Unit - IV :** Delegation and decentralization - Authority - Responsibility - Power Line and Staff relationship - Staffing - Sources of Recruitment - Selection Process - Training.
5. **Unit - V :** Direction - Nature and Purpose of Directing. Motivation - Leadership - Communication.

TEXT BOOK :

1. Tripathi : Principles of Management.
2. Koontz : Essentials of Management.
3. C.B. Gupta : Business Management.
4. Dale Earnest : Management Theory & Practices.
5. Stonier : Management Principles.

FINANCIAL ACCOUNTING & AUDITING

3rd Paper

Full Marks : 80+20=100

1. **Unit - I :** Meaning & Scope of Financial Accounting and its limitation, Basic Accounting Concepts - Principle & Concepts of Accounting, Double Entry System of Book - Keeping, Ledger & Subsidiary Boks, Trial Balance, Preparation of Trading & Profit and Loss Account and Balance Sheet with Simple Adjustments.
2. **Unit - II :** Rectification of Errors, Bank Reconciliation Statement, Accounting of Non-Training Organization.
3. **Unit - III :** Company Accounts, Issue & forfeiture of Shares, Redemption of Debentures.
4. **Unit - IV :** Meanings, Objects, Scope & Importance of Auditing, Kinds of Auditing, Internal Check and Internal Audit - Vouching - Qualities of a good Auditor.

TEXT BOOKS :

1. J. R. Batliboi : First steps in Double Entry Book Keeping.
2. Principles of Accountancy : Krishna Swamy O.R.
3. Shukla and Grewal T.S. : Advanced Accountancy.
4. R.K. Gupta : Management Accounting.
5. Dinkar Pagare : Principles of Practices of Auditing.

MANAGERIAL ECONOMICS**4th Paper**

Full Marks : 80+20=100

1. **Unit - I :** Objective and need of Managerial Economics, Related Disciplines, Production Functions, Laws of Returns.
2. **Unit - II :** Demand Analysis, Demand Schedule, Demand Curves, Elasticity of Demand. Factors of Production, Law of variable proportion, Least Cost Combination, Economics of Scale.
3. **Unit - III :** Cost curves and Revenue Curves. Break Even Analysis, Indifference Curves, Profit theories and Concepts.
4. **Unit - IV :** Market Structure and Pricing. Pricing under perfect competition, Pricing under Monopoly, Price Discrimination, Pricing under Monopolistic Competition. Pricing in Public Utilities and Public Enterprises, Pricing Strategies and Methods.

TEXT BOOKS :

1. Mehta P. Z. : Managerial Economics.
2. Varshney & Maheswari : Managerial Economics.
3. Gupta G.S. : Managerial Economics.
4. Sankara : Business Economics.
5. Mithani D.M. : Fundamentals of Business Economics.
6. Chopra P.N. : Business Economics.

OFFICE MANAGEMENT
&
SECRETARIAL PRACTICE**5th Paper**

Full Marks : 80+20=100

1. **Unit - I :** Office as an organ of organization-Meaning, Nature, Structure, Kinds importance and Functions of Office in an organization. Location of an office in an organization. Office Structure for various types of office.
2. **Unit - II :** Office Personnel need Categories, their recruitment, essential qualifications as per their position, placement.
Concept, Need and essentials of an efficient office.

3. **Unit - III** : Filing - Meaning Need and Importance, Objectives, Types of Filing, Characteristics of a good filing system, various methods of filing.
Indexing : Meaning, Need, Importance, Objectives and Types of Indexing, Characteristics of a Good Indexing, System, Formational & Demands.
4. **Unit - IV** : Communication : Meaning, Nature, Scope and Singnificance of communication in an Office.
Communication a process, Essentials of effective Communications, Types of Communication, Verbal, Non-verbal and Interpersal Communication, Barriers to Communication.

TEXT BOOKS :

1. Sachdeva S. : Office Management.
2. Bagirial A.K. : Secretarial Practice.
3. Sachdeva S. : Secretarial Practice
4. Sachdeva S. : Office Management.
5. Arora S.P. : Office Organisation & Management.



B.B.A. (PART-II)

FINANCIAL MANAGEMENT

6th Paper

Full Marks : 80+20=100

1. **Unit - I :** Introduction : Nature, Scope and Objectives of Financial Management Types of Financial Decision-Raising of Funds-Utilization of Funds.
2. **Unit - II :** Capital Budgeting : Meaning, Techniques for Evaluating Projects, Capital Rationing, Risk and Uncertainty in Projects.
3. **Unit - III :** Working Capital Management : Need, Determinants, Financing and Control of Working Capital, Various Components of Working Capital-Current Assets and Current Liabilities and their Management.
4. **Unit - IV :** Capital Structure - Capitalisation- Over Capitalisation-Under Capitalisation, Capital Gearing.
Leverage - Meaning, Operating & Financial Leverages.

TEXT BOOKS :

1. Pandey I.M. : Financial Management.
2. Khen & Jain : Financial Management.
3. Chandra, P. : Financial Management.
4. Hampton, J.J. : Financial Decision Making.
5. Walker, W. : Financial Planning & Policy.

BUSINESS LAW

7th Paper

Full Marks : 80+20=100

1. **Unit - I :** Law of Contract - Essential of Contract, Void and Voidable Contract Offer, Acceptance-Free Consent, Consideration, Competency to Contract, Contract relating to Minor, Sale of Goods Act-Law relating to sale of goods.
2. **Unit - II :** Negotiable Instrument Act-Cheque, Bill of Exchange & Promissory.
3. **Unit - III :** Indian Partnership Act & India Companies Act-Incorporation-Starting of Business, Management-Appointment of Directors-Their Rights & Duties.
4. **Unit - IV :** A brief introduction to Factories Act, Employees State Insurance (ESI),
5. **Unit - V :** FEMA, MRTP

TEXT BOOKS :

1. Shukla, M.C. : Mercantile Law.
2. Pandit, S. & Pandit, M.S. : Business Law.
3. Katra, V.K. : Mercantile Law.
4. Kuchhal, M.C. : Mercantile Law.
5. Kappor, N.D. : Mercantile Law.

BUSINESS MATHEMATICS & STATISTICS**8th Paper**

Full Marks : 80+20=100

1. **SECTION - A : MATHEMATICS (40 Marks)**
Arithmetic, Geometric and Harmonic Progression including Series Arithmetic Means & Geometric Mean.
Linear, Quadratic, Exponential and Logarithmic Functions, Concept and Determination of Break-even-point, permutations and combinations.
Matrices : Meaning and Operation, Matrix inversion, Solution to system of Linear equations by matrix inversion as well pivotal reduction method. Mathematics of Finance, Simple and Compound interest (Application of Log table, annuity)
2. **SECTION - B : STATISTICS (40 Marks)**
Meaning of Statistics, its importance, scope, nature, object and limitation, Classification and tabulation of data, measures of central tendency and dispersion. Correlation and regression Probability and Expected value, Elements of theoretical distribution, binomial, poisson, normal. Concept of Standard error, test of hypotheses. Time series, Forecasting Index Numbers.

TEXT BOOKS :

1. Gupta, S.C. : Statistical Methods.
2. Sundharasan and Jayaseelan : An Introduction to Business Mathematics.
3. Vittal PR : Business Mathematics & Statistics.
4. Stafford : Business Mathematics.
5. Astharia : Elements of Statistics.
6. Raghavachari : Mathematics for Management.

BUSINESS ENVIRONMENT**9th Paper**

Full Marks : 80+20=100

1. **Unit - I** : Structure of Indian Economy, Concepts of Planning, Economic Liberalization, Multinational Corporation, Public Enterprise Policy, under New Economy, Industrial Policy, SSI Policy.
2. **Unit - II** : Forms of Business Organisations - Meaning Characteristics and Types of Companies.

3. **Unit - III** : Different Economic Systems and their impact on Business Macro & Micro Economics Population and its impact.
4. **Unit - IV** : Labour Welfare & Social Security Measures.

TEXT BOOKS:

- | | | |
|-------------------|---|-------------------------------------|
| 1. Khera, S.S. | : | Government in Business. |
| 2. Mukherue, S. | : | Economics Environment of Business. |
| 3. S. Sankarari | : | Business Environment. |
| 4. Aswathappa, S. | : | Essentials of Business Environment. |
| 5. Jalan, B. | : | India's Economics Crisis. |

COST & MANAGEMENT ACCOUNTING

10th Paper

Full Marks : 30

PART - A
COST ACCOUNTING

1. **Unit - I** : Meaning, Objects, Classification, Elements of Costing.
2. **Unit - II** : Output Costing, Cost Reconciliation Statement.

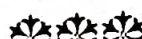
PART- B
MANAGEMENT ACCOUNTING

Full Marks : 50

1. **Unit - I** : Meaning, Objects, Importance & Scope of Management Accounting.
2. **Unit - II** : Financial Statements - Nature, Scope & Financial Statement.
3. **Unit - III** : Ratio Analysis - Meaning & Preparation different Rations - B.E.P.
4. **Unit - IV** : Fund Flow and Cash Flow Statements.

TEXT BOOKS :

- | | | |
|---|---|--|
| 1. Jain & Narang | : | Cost & Management Accounting. |
| 2. Pillai & Bhagwati | : | Management Accounting. |
| 3. Prasad, N.K. | : | Cost Accounting. |
| 4. Hingorani, N.L., Ramnathan, A.R.,
S. Chand & Sons | : | Management Accounting, (Edited by
Grewal, T.S.) |
| 5. Agrawal, M.L. | : | Cost Accounting. |
| 6. Arora M.N. | : | A textbook of Cost & Managerial Accounting. |



B.B.A. (PART-III)

HUMAN RESOURCE MANAGEMENT

11th Paper

Full Marks : 80+20=100

1. **Unit - I** : Nature and Scope of HRM - Environment of HRM. Human Resource Planning, Recruitment, Selection, Methods of Selection, Use of various tests, Interview techniques in selection procedure.
2. **Unit - II** : Introduction, Training, Methods, Techniques, Identification of the Training needs, Training and Development. Performance appraisal : Methods, Job evaluation and Performance Appraisal, Promotion and Career Development.
3. **Unit - III** : Remuneration : Components of Remuneration, Incentives, Benefits, Welfare and Health. Industrial Relation - Meaning & Importance. Trade Unions, Industrial Dispute and their Settlement.
4. **Unit - IV** : Participative Management - Structure, Scope, Collective Bargaining, Works Committees, Joint Management Councils.

TEXT BOOKS :

1. Manoria, C.B. : Personnel Management.
2. K. Aswathappa : Human Resource and Personnel Management
3. Gary Deesler : Human Resource Management .
4. Dr. G. P. Sinha & Dr. R.P. N. Sinha : Industrial Relations & Labour Legislation.
5. Flippo, E.B. : Personal Management.
6. Avians P.N. : Human Resource Management, Principle and Practice.

TAXATION LAW AND ACCOUNTING

12th Paper

Full Marks : 80+20=100

1. **Unit - I** : A Brief Accountancy of Income Tax Act - Terminology, Types of Assessee and their Tax Liabilities on the basis of Residence Different Heads of Incomes Income Tax Authorities.
2. **Unit - II** : Computation of Taxable Income from Salaries.
3. **Unit - III** : Computation of Income Tax from House Property.
4. **Unit - IV** : Computation of Income Tax from Capital Gains & Income from other sources.

5. **Unit-V** : Profits & gains of business & profession.
6. **Unit - VI** : Computation of Total Income of Individual and firm.

TEXT BOOKS :

1. Mehrotra, H.C. : Income Tax Law and Accounting.
2. Income : Tax Act 1961 as amended up to date.

BUSINESS ENVIRONMENT

13th Paper

Full Marks : 80+20=100

1. **Unit - I** : Meaning & Importance of Marketing, Relationship of Marketing with other functional areas, Marketing Management Product Services and Selling.
2. **Unit - II** : Sales Promotion & Advertisement - Communication Process, Marketing Mix; Marketing Segmentation.
3. **Unit - III** : Sales Forecasting, Various methods of Sales Forecasting, Analysis and Application.
4. **Unit - IV** : Pricing - Factors influencing Pricing Decisions. Pricing Procedures, Procedures & Strategies. Distribution Channel.
5. **Unit - V** : Marketing Research - Role, Information, Scope, Methodology & Types of Research.

TEXT BOOKS :

1. Rajan Nair : Marketing.
2. Saxena, Rajan : Marketing Management.
3. Philip Kotler and Armstrong : Marketing Management.
4. Sharma, S.D. : Marketing Research.
5. Ramanujam : Marketing Research.
6. Kumar Arun & Minakshi, N. : Marketing Management.

MONEY AND BANKING

14th Paper

Full Marks : 80+20=100

MONEY

1. **Unit - I** : Money - Definition Function & Classification.
2. **Unit - II** : Value of Money - Determination, Measurement and Impact of Changes in the value of Money.
3. **Unit - III** : Monetary Policy - Objectives and its implementation, I.M.F. & World Bank their working & Present Position.

4. **Unit - IV** : International Monetary Systems - Foreign Exchange rates, Determination - Purchasing Power - Balance of Payment Theory.

BANKING

1. **Unit - I** : Commercial Banks - Meaning, Nature, Importance, Function & Kinds, Branch Banking and Unit Banking.
2. **Unit - II** : Investment Policy, Credit Creation & Its Limitation.
3. **Unit - III** : Central Banking- Functions and Methods of Credit Control, R.B.I.

TEXT BOOKS :

1. Mithani D.M. : Money Banking, International Trade and Public Finance.
2. Schanm : Money & Banking.
3. Shethi T.T. : Money Banking and International Trade.
4. Pandey Sridhar : Money & Banking.
5. Roy Ltd. : Money & Banking.

COMPUTER APPLICATION

15th Paper

Full Marks : 80+20=100

1. INTRODUCTION :

What is Computer, History and Development of Computer, Role in Office, Types of Computer-Personal Computer, Super Computer, 486-686 Series and Pentium Series, Local Area Network (LAN) and Wide Area Network (WAN), Desktop Operating System, Laptop Computer and Internet.

2. INTRODUCTION TO HARDWARE :

Hard Disk, Hard Disk Drive, Flopping, Floppy Drive, Key-Board, Mouse, Monitors - Mono and Colour.

3. POWER SYSTEM TO COMPUTER INSTALLATION :

CVT (Constant Voltage Transformer) and UPS.

4. COMPUTER PRINTERS :

Dot Matrix, Ink-Jet and Other Colour Printers.

5. OPERATING SYSTEM :

Windows - 2000 and XP

MS Office - 2000

* MS Word

* MS Excel

* MS Power Point

* MS Excess

1. Text Books - B.P.B. Publications

2. Saxena - A First Course in Computers.

