

Structure of B. B. A.
(Bachelor of Business Administration)
Effective from June 2009

1. All the papers would be of 50 marks each, of which the university examination for each paper shall be of 40 marks and its duration, would be of two hours and internal assessment would be of 10 marks.
2. Internal Assessment of 10 marks would be as follows

| | |
|----------------------|----------|
| i) Tests – Two | 04 Marks |
| ii) Tutorial – One | 02 Marks |
| iii) Seminar – One | 02 Marks |
| iv) Assignment – One | 02 Marks |
| ----- | |
| Total | 10 Marks |
| ----- | |

Pattern of Question Paper (40 Marks, Two hours):

There will be six questions carrying 10 marks each as follows.

- i) First question will be compulsory and will have seven short answer type questions carrying two marks each and of these seven questions, five are to be answered.
- ii) Question No.2, 3, 4, 5 and 6 will be broad answer type questions, and of these three are to be solved.

Note :

- i) Minimum marks for passing in all papers will be –
 - a) Internal Exam 4 marks (40%)
 - b) University Exam. (Theory) 16 marks (40%)
- ii) Other rules for ATKT, Grace, Class determination etc. applicable to B.Com. degree would be applicable to B.B.A. also.

Structure for B. B. A. I Year
(First Semester)

| Sr. No. | Course Code | Subject | No. of periods weekly | | Total |
|---------|-------------|--|-----------------------|--|-------|
| | | | Lectures | Practical (Seminar, Assignment) | |
| 1 | 101 | Communication Skills in English | 04 | 01 | 05 |
| 2 | 102 | Business Accounting (Principles & Practical of Accounting) | 04 | 01 | 05 |
| 3 | 103 | Business Economics | 04 | 01 | 05 |
| 4 | 104 | Principles of Management | 04 | 01 | 05 |
| 5 | 105 | Business Mathematics & Statistics | 04 | 01 | 05 |
| 6 | 106 | Business Environment | 04 | 01 | 05 |
| 7 | 107 | Growth & Structure of Industries | 04 | 01 | 05 |

B.B.A. Semester – I
Communication Skills in English
Paper No. I, Course No.101

Course Objective :

To develop the student's abilities to listen, speak, read and write in English adequately and perform satisfactorily.

Unit-1 a) Letters formal and informal, b) Note-taking and Note-making, c)
Curriculum vitae, d) Making advertisements for news papers

Unit-II a) Reading a passage (comprehension), b) Paragraph writing, c) Greeting and following of everyday conversation, d) Polite requests, questions and short answers.

Unit-III a) Language and communication, b) Definition of language, nature of language, c) Characteristics of human language.

Unit-IV a) Importance of communication, b) Animal and human communication, c)
Methods of communication (Verbal & Non-verbal), d) Barriers of communication

Suggested Reading:

- 1) Developing communication skills - Krishna Mohan & Meere Bajaj
 - 2) Spoken English for you - R. Radhakrishna Pillai & K Rajeevan
 - 3) Practical English Grammar - Thomson and Martinet
 - 4) Business Communication - Urmila Rai & S.M. Rai
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B.B.A. Semester – I
Business Accounting
(Principles & Practice of Accounting)
Paper No. II, Course No.102

Course Objective :

To impart basic accounting knowledge as applicable to business.

- 1) **Introduction** : Definition, Need, Objectives & Scope of Accounting, Branches of Accounting, Classification of accounts & rules for debit & credit.
- 2) **Accounting cycle** (Journal, Ledger & Trial Balance) : Introduction to journal & ledger. Examples only on recording the transaction into journal, balancing & preparation of trial balance.
- 3) **Subsidiary Books** : Meaning, Need and importance of subsidiary books. Advantages of maintaining subsidiary books.
Subsidiary books – Purchase book, Sales book and Purchase Return and Sales return books.
- 4) **Depreciation** : Meaning, Objectives for providing depreciation, Causes of depreciations, Methods of depreciation (Theory only). Examples only on Straight-line method, Reducing balance method.

Recommended Books :

- | | |
|---|---|
| 1) Book-keeping & Accountancy (Std. XI & XII) | - L.N. Chopde & D.H. Choudhari |
| 2) Book-keeping & Accountancy (Std. XI & XII) | - Ashtikar & Duggal |
| 3) Financial Accountancy (B.Com. Ist year) | - Dr. S.K. Thakur, Dr. A.K. Nema, Dr. M.M. Choksey |

B.B.A. Semester – I
Business Economics
(Principles & Practice of Accounting)
Paper No. III, Course No.103

Course Objective :

To ensure basic understanding of economic systems, economic behavior of individuals and organizations.

Contents:

1. Introduction to Micro Economics

- (a) Definition, scope and nature of economics
- (b) Methods of economic study
- (c) Central problems of an economy and production possibilities curve

2. Theory of Demand and Supply

- (a) Meaning and determinants of demand, Law of demand and Elasticity of demand, Price, income and cross elasticity.
- (b) Theory of consumer's behavior – Marshallian approach and indifference curve approach.
- (c) Meaning and determinants of supply, Law of supply and Elasticity of supply.

3. Theory of Production and Cost

- (a) Meaning and Factors of production
- (b) Laws of production – The law of variable proportions and Laws of returns to scale.
- (c) Concepts of costs, Short-run and long-run costs, Average and marginal costs, Total, fixed and variable costs.

4. Price Determination in Different Markets

- (a) Various forms of markets – Perfect competition, Monopoly, Monopolistic competition and oligopoly.
- (b) Price determination in these markets.

Recommended books :

- 1. Micro Economics – D.M. Mithani
- 2. Business Economics – Zamre
- 3. Business Economics – Francis Cherunilam

B.B.A. Semester – I
PRINCIPLES OF MANAGEMENT
Paper No. IV, Course No.104

1. **Nature and Scope of Management:- Management:** Meaning, Significance and objectives, Managements as a process, Management as a profession. Contribution of Management thinkers – Tylor, Fayol and Elton Mayo.
2. **Planning and decision making:** Meaning and Nature, planning premises and constraints, planning process, types of plans, Forecasting: Meaning and significance, M.B.O. – Significance and process.
3. **Organizing:** Definition, process, Principles, Departmentation. Delegation of Authority, centralization and decentralization, informal organization, organization chart, types of organization : Line, functional, line and staff and committee, hierarchy of organization.
4. **Direction :** Meaning, nature and importance of direction – Types of directing – Principles of effective direction.
5. **Decision-making :** Concept, nature, importance, process in decision-making.

Recommended Books:

1. Sherlekar – Principles of Management
2. Saxena – Principles of Management.
3. Shejwalkar & Ghanekar – Principles & Practices of Management

BUSINESS MATHEMATICS AND STATISTICS

Paper No. V, Course No.105

1. **Sets:** Meaning, Types of sets, Subsets, Equality of sets, Operations on sets, Venn diagram, Cartesian Product of sets, Permutation and combinations.
2. **Matrices:** Definition and types of matrices, Algebra of matrices, Multiplications of two matrices, Inverse of a Matrix, Solution of a system of Linear equation in two variables using matrix theory (Only by inverse method)
3. **Frequency Distribution:** Introduction of Statistics, Meaning of data, Discrete variates, Continuous variates, Formation of frequency distribution.
4. **Measures of Central Tendency:** Arithmetic Mean, Median, Mode-definitions and calculations, quartile, decile and percentile, definitions and calculations.
5. **Probability:** Definitions of random experiment, sample space, events definitions of probability and examples.

Theorems: 1) $P(A \cup B) = p(A) + P(B) - P(A \cap B)$
2) $p(A) = 1 - p(A')$

Reference Books:

- 1) A Text Books of Business Mathematics- by G. K. Rangnath and Y. Rajaram
- 2) Business Mathematics – by D. C. Sancheti & V. K. Kapoor
- 3) Statistics - by S. P. Gupta
- 4) Statistics - by S. C. Gupta

BUSINESS ENVIRONMENT
Paper No. VI, Course No.106

1. **Concept of Business:** Definition and scope, characteristics of today's business goals: economic, Social & strategic goals
2. **Business Environment:** Meaning and Significance, Maintenance of business and environment – Classification, Departmental factors on business.
3. **Social and Cultural environment :** Nature of culture, Impact of culture in business; Ethics in business – Nature and meaning, Ethical business practices.
4. **Economic and Political environment:** Meaning and Definition elements of environment – economics system – economic planning – objectives of economic planning (Evaluation measurement and problems size of national Income on capital income)
5. **Natural Resources :** Land, Forest, Mineral and Oils, agriculture importance, and commercial business

Note: Practical – Visit to the organizations, and a visit report is suggested.

Recommended Books:

- 1) Francis Cherunilam – Business Environment, Himalaya Books.
- 2) Indian Industrial Economy – S. Chand & Co.
- 3) Indian Economy – Sultan Chand & Co.
- 4) Essentials of Business Economy – Pinna,
- 5) The Indian Economics – Sulthan Chand & Co.
- 6) Essentials of Business Environment – K. Ashwathappa

GROWTH & STRUCTURE OF INDUSTRIES

Paper No. VII, Course No.107

- 1) **Introduction** : Concepts Industry and Industrialization - Classification of Industries on the basis on Nature, size (Scale) and ownership - Motives for Industrialization – Limitations - Factors inhibiting industrialization.
- 2) **Location of Industry** : Meaning significance - Factors affecting location decision - Concepts of Agglomeration and Deglomeration tendencies - Theories of industrial location (a) Weber's theory and b) Sergeant Florence theory - Concentration & dispersal of industries - Dynamics of industrial location - Split location - Location coupling
- 3) **Industrial productivity** : Measurement – Scope - Tools of Productivity - Factors in flouncing - Industrial Productivity.
- 4) **Industrial Policy** : Introduction: Objectives of Industrial Policy – a) Background b) Features c) Critical Appraisal - Latest Industrial Policy Resolution.
- 5) **Industrial Development** : Role of Industrialization – State of growth and planning – Concept of balanced regional development – Policy for development of backward areas.

Recommended Books:

- 1) Desai & Bhalerao – Industrial Economy of India.
- 2) Ruddara Datt & Sundharam – Indian Economy
- 3) Francis Cherunilam – Business Environment and Policy

Structure for B. B. A. I Year
(Second Semester)

| Sr. No. | Course Code | Subject | No. of periods weekly | | Total |
|---------|-------------|--|-----------------------|--|-------|
| | | | Lectures | Practical (Seminar, Assignment) | |
| 1 | 201 | Communication Skills in English | 04 | 01 | 05 |
| 2 | 202 | Business Accounting (Principles & Practical of Accounting) | 04 | 01 | 05 |
| 3 | 203 | Indian Economic Development | 04 | 01 | 05 |
| 4 | 204 | Principles of Management | 04 | 01 | 05 |
| 5 | 205 | Business Mathematics & Statistics | 04 | 01 | 05 |
| 6 | 206 | Business Environment | 04 | 01 | 05 |
| 7 | 207 | Growth & Structure of Industries | 04 | 01 | 05 |

B.B.A. Semester – II
Communication Skills in English
Paper No. VIII, Course No.201

Course Objective :

To develop the students abilities to listen, speak, read and write in English adequately and perform satisfactorily.

Unit-I a) Reading and understanding business letters, b) Business letters : Inquiries and replies, letters of orders, letters of complaints and adjustments, collection letters, circulars.

Unit-II a) Morphology : Word formation processes, b) Word classes, c) Punctuation and capitalization, d) Common errors in the use of English

Unit-III a) Remedial work in sequence of i) Tense, ii) Active voice & Passive voice, iii) Synonyms antonyms & idioms.

Unit-IV a) Meetings, b) Group discussions, c) Seminars, d) Conference, e) Interviews

Suggested Reading:

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|---|--|
| 1) Modern English Grammar | - L.S. Deshpande & P.H. Dharmasi |
| 2) English for practical purposes | - Z.N. Patil, B.S. Walke, A. Thorat, Z. Merchant |
| 3) Living English structure | - W.S. Allen |
| 4) Developing communication skills | - Krishna Mohan & Meera Bajaj |
| 5) Principles and Practices of Business Communication | - Phoda A Doctors & Apih, Doctor (A.R. Satha & Co., Bombay) |
| 6) Practical English Grammar | - A.J. Thomson and A.V. Martinet |

Business Accounting
(Principles & Practice of Accounting)
Paper No. IX, Course No.202

Course Objective :

To impart basic accounting knowledge as applicable to business.

- 1) **Financial Accounts of Sole Traders :** Trading Account, Profit & Loss Account. Balance Sheet. Adjustments – like Closing stock, Prepaid, unpaid expenses. Income earned but not received. Income received in advance, R.D.D., Bad debts, depreciation etc.
- 2) **Partnership Final Accounts :** Trading account, Profit & Loss account, Balance Sheet. Adjustments like closing stock. Depreciation, Outstanding & prepaid expenses, Interest on capital & drawing. R.D.D., Bad debts, Income received in advance, Income earned but not received.
- 3) **Accounts of Not for profit :** Concerns: Salient features, Distinction receipt & payment account v/s Income & expenditure account. Examples on preparation of Income & expenditure account & Balance sheet from the Receipt & payment account and other information only.
- 4) **Consignment accounts :** Meaning, Some important terms, Account sale, Valuation of unsold stock, Accounting of consignment transaction.

Recommended Books :

- 1) Financial Accounting (B.Com. I year) - Dr. S.K. Thakur, Dr. A.K. Nema, Dr. M.M. Choksey
 - 2) Financial Accounting (F.Y. B.Com.) - Dr. K.P. Biradar, Dr. H.W. Kulkarni, Dr. V.K. Bhosle, Shri. Kadrekar P.G.
 - 3) Book-keeping & Accountancy (Std. XI & XII) – L.N. Chopde & D.H. Choudhari
 - 4) Book-keeping & Accountancy (Std. XI & XII) – Ashtikar & Duggal
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Indian Economic Development

Paper No. X, Course No.203

Course Objective :

To become familiar with the basics of Indian Economic system and the process of economic reforms.

Contents:

1. Indian Economy – A Profile

- (a) Nature of the Indian economy
- (b) Role of different sectors – Agriculture, Industry and services in the development of the Indian economy, their problems and growth;
- (c) National Income of India – Concepts of national income, Different methods of measuring national income, Growth of national income and per capita income in various plans.
- (d) Basic understanding of tax system of India – Direct and Indirect Taxation

2. Select Aspects of Indian Economy

- (a) Population – Its size, rate of growth and its implication for growth, measure to control the growth of population.
- (b) Poverty – Absolute and relative poverty and main programs for poverty alleviation.
- (c) Unemployment – Types, causes and incidence of unemployment
- (d) Infrastructure – Energy, Transportation, Communication, Health and Education
- (e) Balance of payments.
- (f) External debts

3. Money and Banking

- (a) Money – Meaning and functions
- (b) Commercial Banks – Role and functions
- (c) Reserve Bank of India – Role and functions, Monetary policy

4. Inflation and Deflation

- (a) Concept and features of inflation, demand pull and cost push inflation; measures to control inflation;
- (b) Deflation and measures to control it; stagflation.

5. National Income

Concept, significance and methods of measurement

Recommended books :

- 1. Indian Economy – Misra and Puri
- 2. Indian Economy – Datt and Sundaram
- 3. Indian Economy – Francis Cherunilam

PRINCIPLES OF MANAGEMENT

Paper No. XI, Course No.204

1. **Staffing:** Meaning and importance, Recruitment and selection procedure, training and development: Meaning and Importance.
2. **Motivation :** Meaning, Importance, Motivation Models: Maslow, Herzberg, Douglas McGregor and Mclelland A Theory
3. **Leadership :** Meaning, importance, Theories of Leadership Trait, Situational and Contingency, Leadership styles: Autocratic, Participative and Free rein styles.
4. **Communication :** Meaning, importance, principles of effective communication, barriers to effective communication.
5. **Control :** Meaning and importance of control system, controlling process, introductory idea of the concept of MIS. Budget as a control technique, quality control and cost control

Recommended Books:

1. Sherlekar – Principles of Management
2. Saxena – Principles of Management.
3. Shejwalkar & Ghanekar – Principles & Practices of Management

BUSINESS MATHEMATICS AND STATISTICS

Paper No. XII, Course No.205

1. **Limits and Continuity:** Definition of function, Types of function, Limit of function, Algebra of limits, evaluation of limit (only algebraic functions), Concept of continuity.
2. **Differentiation:** Definition of derivative, Rules of differentiation, derivative of explicit, Composite and implicit functions (Excluding Trigonometric functions), Derivative of exponential and logarithmic functions, Applications of derivative (maxima and minima only), examples related with cost function, revenue function etc.
3. **Measures of dispersion:** Range, quartile deviation, variance, standard deviations-definitions and calculations, co-efficient of variation.
4. **Correlation and Regression:** Karl Pearson's co-efficient of correlations, regression co-efficients. Equations of regression lines, properties of regression co-efficient, least square method.
5. **Time Series:** Definition, Meaning, uses of time series, components of time series, trend values by moving average method and by least square methods.

Reference Books:

- 1) A Text Books of Business Mathematics- by G. K. Rangnath and Y. Rajaram
- 2) Business Mathematics – by D. C. Sancheti & V. K. Kapoor
- 3) Statistics - by S. P. Gupta
- 4) Statistics - by S. C. Gupta

BUSINESS ENVIRONMENT
Paper No. XIII, Course No.206

1. **Financial Resources:** Capital it's formation concepts and investment, Institutional financing - IDBI, IFCI, SIC ICICI- Control of Capital issues, Capital masses.
2. **Banking :** Credit creation process of commercial Banks, Monetary policy of a central Bank, concept & importance of core banking, Retail Banking
3. **Globalization :** Meaning and nature of globalization, Reasons behind globalization, Strategies for internationalization, Globalization of Indian business.
4. **GATT / WTO :** Objectives and principles of GATT, Functions of WTO, Structure of WTO, Arguments for joining WTO and arguments against joining WTO.
5. **Business-cycles:** Concepts: Phases of business cycles causes- and –Consequences-measures to overcome effects of business cycles.

Note: Practical – Visit to the organizations, and a visit report is suggested. Oral tests are suggested.

Recommended Books:

- 1) Francis Cherunilam – Business Environment, Himalaya Books.
- 2) Indian Industrial Economy – S. Chand & Co.
- 3) Indian Economy – Sultan Chand & Co.
- 4) Essentials of Business Economy – Pinna,
- 5) The Indian Economics – Sulthan Chand & Co.
- 6) Essentials of Business Environment – K. Ashwathappa

GROWTH & STRUCTURE OF INDUSTRIES

Paper No. XIV, Course No.207

- 1) **Cottage and small scale industries:** Meaning and characteristics - Importance and present position – Important role (contribution) - Problems of SSI - Promotional Measures a) Institutional Structure b) Assistance Programs i) Negative measures and ii) Positive Measures:

Nucleus Plant: Role of DIC for the promotion of cottage & SSI and organizational pattern of DICs

- 2) **Public Sector:** A) **Meaning** of public sector - Public enterprises and its characteristics – Objectives - Growth & Performance - Reasons for poor performance (i.e. problems) - B) Privatization of public sector - Meaning, reasons - Alternatives/ strategy for privatization - Benefits of privatization - Arguments against privatization - New Economic policy & privatization
- 3) **Multinational Corporations:** Meaning & Extent of operations - Merits of MNCs - Demerits of MNCs - Government policy of MNCs.
- 4) **Industrial Sickness :** Definition of sick units - Causes of sickness, Government policy - Sick industrial Companies Act.
- 5) **Study of three industries with respect to** (Assignment should be based on the study of one of these three industries) : Significance – Present status – Problems & Govt. Policy (if declared for respective industry).

Recommended Books:

- 1) Desai & Bhalerao – Industrial Economy of India.
- 2) Ruddara Datt & Sundharam – Indian Economy
- 3) Francis Cherunilam – Business Environment and Policy