



Farah, Mathura

Student Handout

for

1st Yr, Odd Semester (2014-15)

School of Management

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Student's Name: -

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BACHELOR OF BUSINESS ADMINISTRATION**(B.B.A.)****COURSE STRUCTURE****FIRST YEAR****Ist SEMESTER**

Course Code	Paper / Subject Name	External / Term Exam Max. Marks	Internal Assessment Max. Marks	Total Max. Marks
B B A - N 1 0 1	B u s i n e s s O r g a n i s a t i o n	75	25	100
B B A - N 1 0 2	B u s i n e s s M a t h e m a t i c s	75	25	100
B B A - N 1 0 3	P r i n c i p l e s o f E c o n o m i c s	75	25	100
B B A - N 1 0 4	Book Keeping and Basic Accounting	75	25	100
B B A - N 1 0 5	B u s i n e s s L a w s	75	25	100
B B A - N 1 0 6	F u n d a m e n t a l s o	75	25	100
B B A - N 1 0 7	B u s i n e s s E t h i c s	75	25	100
Total Marks of Ist Semester				700

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

DETAILED SYLLABUS

FIRST SEMESTER

COURSE CODE : BBA - N101

Business Organisation

- Unit I Meaning and definition of business essentials & scope of business
Classification of Business Activities, Meaning, Definition, Characteristics
and objectives of Business Organisation, Evolution of Business
Organisation . Modern Business, Business & Profession.
- Unit II Business Unit, Establishing a new business unit. Meaning of Promotion.
Features for business, Plant location, Plant Layout & size of business unit.
- Unit III Forms of Business Organisation. Sole Proprietorship, Partnership, Joint
Stock Companies & Co-operatives.
- Unit IV Business Combination Meaning Causes, Objectives, Types and Forms
Mergers, Takeovers and Acquisitions.
- Univ V Business Finance: Financial need of Business methods & sources of
finance.

Security Market, Money Market, Study of Stock Exchange & SEBI.

Suggested Books:

- 1.Chottorjee S.K. Business Organisation

2. Jagdish Prakash Business Organisation and Management
3. Om Prakash Business Organisation
4. Sherlekar S.A. Business Organisation and Management
5. Singh & Chhabra Business Organisation

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

DETAILED SYLLABUS

FIRST SEMESTER

COURSE CODE : BBA - N102

Business Mathematics

- Unit I Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business Mathematical Induction.
- Unit II Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the adjoint matrix methods & Guassian Elimination Method.
- Unit III Percentage, Ratio and Proportion, Average, Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.
- Unit IV Set theory- Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business, Permutation & Combination.
- Unit V Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems. Etc)

Suggested Books:

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|-------------------|----------------------------|
| 1.Mehta & Madnani | Mathematics for Economics |
| 2.Mongia | Mathematics for Economics |
| 3.Zamiruddin | Business Mathematics |
| 4.Raghavachari | Mathematics for Management |

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

DETAILED SYLLABUS

FIRST SEMESTER

COURSE CODE : BBA - N103

Principles of Economics

- Unit I Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics in Business Management, Utility analysis, Marginal Theory of utilities and Equi-Marginal theory of utility.
- Unit II Meaning of demand. Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve and Nature of Curves, Laws of Demand Elasticity of Demand Types & Measurement, Indifference curves analysis Consumer Equilibrium & Consumer Surplus. Price, Income and substitution effect.
- Unit III Production-Meaning and Analysis Production function. Laws of production, Laws of increasing returns & Laws of constant returns. Equal product curves and Producer equilibrium.
- Unit IV Market analysis-Nature of market, Types of markets and their characteristics Pricing under different market structures-Perfect Monopoly, oligopoly and Monopolistic completion. Price discrimination under monopoly competition.

Unit V Theories of factor pricing, factor pricing v/s product pricing.
Theories of rent theories of interest theories of wages theories of
profit, Concept of profit maximization.

Suggested Books:

1. Adhikari M Management Economics
2. Gupta G.S. Managerial Economics
3. Lal S.M. Principles of Economics
4. Vaish & Sunderm Principles of Economics

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

DETAILED SYLLABUS

FIRST SEMESTER

COURSE CODE : BBA - N104

Book Keeping and Basic Accounting

- Unit I Meaning of book keeping. Process of book keeping and accounting, Basic terminology of accounting, subsidiary books of accounts, Difference between accounting & book keeping. Importance & Limitations of Accounting, Various users of Accounting Information, Accounting Principles, conventions & Concepts.
- Unit II Accounting Equation, Dual Aspect of Accounting Types of accounting Rules of debit & Credit, Preparation of Journal and Cash book including banking transaction, Ledger and Trial balance.
- Unit III Rectification of errors preparation of bank reconciliation Statement, Bills of Exchange And promissory notes.
- Unit IV Valuation of stocks, Accounting treatment of depreciation. Reserve and provision, Preparation of final accounts along with adjustment entries.
- Unit V Issue of shares and debentures, Issue of bonus shares and right issue, Redemptioment preference shares and debentures.

Suggested Books:

- | | |
|----------------------------|----------------------------|
| 1. Agarwal B.D. | Advanced Accounting |
| 2. Chawla & Jain | Financial Accounting |
| 3. Chakrawarti K.S. | Advanced Accounts. |
| 4. Gupta R.L. & Radhaswamy | Fundamentals of Accounting |
| 5. Jain & Narang | Advanced Accounts |
| 6. Shukla & Grewal | Advanced Accounts |

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

DETAILED SYLLABUS

FIRST SEMESTER

COURSE CODE : BBA - N105

Business Laws

- Unit I Indian Contract Act: Definition and essentials, Contracts agreements, Offer & Acceptance Consideration, Capacity of parties Free Consent, Performance of Contracts, Terminal of Contract, Consequence and Remedies of Contract terminal.
- Unit II Contingent contract, Implied, Quasi contract, Indemnity Contract, Guarantee contract, Bailment, Lien, Pledge contract, Agency contract.
- Unit III Sales of Goods Act: Sale contract-Definition, Features, Formation of Contract Contents of sale contract-Goods, Price, Condition and Warranty, Ownership of goods and transfer, Performance of sale contract, Delivery, Rights of unpaid sellers, Auction Sale.
- Unit IV Indian Partnership Act: Definition and Nature of Partnership, Partnership deed Mutual and Third parties relation of Partners, Registration of Partnership Dissolution of Partnership.
- Unit V Definition Features Types Recognition And Endorsement of Negotiable Instruments.

Suggested Books:

- 1.Dhanda PMV Commercial and Industrial Laws
- 2.Kapoor D Elements of Mercantile law(including Companying
Law Industrial Law)
- 3.Gulshan S and Kapoor Lectures on Business & Economics Laws
- 4.Kuchall Business Laws
- 5.Mandal C. Economics and other Legislations

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

DETAILED SYLLABUS

FIRST SEMESTER

COURSE CODE : BBA - N106

Fundamentals of Management

- Unit I Introduction Concepts, Objectives, Nature Scope and significance of management Evolution of management thought-Contribution Taylor, Weber and Fayol management.
- Unit II Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.
- Unit III Organizing: Concept, Objectives, Nature of organizing, Types of Organization, Delegation of authority, Authority and responsibilities, Centralization and Decentralization Span of Control.
- Unit IV Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Meaning. Importance, Styles, Supervision, Motivation Communication.
- Unit V Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.

Suggested Books:

1. Pagare Dinkar Principles of Management
2. Prasad B M L Principles and Practice of Management
3. Satya Narayan and Raw VSP Principles and Practice of Management
4. Srivastava and Chunawalla Management Principles and Practice

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

DETAILED SYLLABUS

FIRST SEMESTER

COURSE CODE : BBA - N107

Business Ethics

- Unit I Business Ethics- An overview-Concept, nature, evolving ethical values, Arguments against business Ethics.
- Unit II Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance.
- Unit III Relationship between Ethics & Corporate Excellence-Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.
- Unit IV Gandhian Philosophy of Wealth Management-Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins.
- Unit V Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.

Suggested Books:

1. Koltar, Philip Marketing Management
2. Stanton, Etzel Walker, Fundamentals of Marketing
3. Saxena Rajan Marketing Management
4. McCarthy, FJ Basic Marketing

Hardayal Technical Campus, Mathura
Academic Calendar
(Odd Semester) 2014-15

S. No.	Particulars	Dates
1	Registration	11-16 August 2014
2	Independence Day Holiday	15 August 2014
3	Janmashtami Holiday	18 August 2014
4	Commencement of Classes	19 August 2014
5	Display and submission of Attendance	13 September 2014
6	Last date of submission of the list-1 of Students having poor attendance to the Director	15 September 2014
7	Dispatch of Attendance of Students to Parents	18 September 2014
8	Last Date of submission of question papers to the examination cell	20 September 2014
9	Class Test-1	22-25 September 2014
10	Last date to show evaluated answer scripts to the students	29 September 2014
11	Last date to submit the list-1 of weak students to the Director	30 September 2014
12	Last date of Submission of CT-1 Marks	30 September 2014
13	Gandhi Jayanti Holiday	2 October 2014
14	Dussehra Holiday	3 October 2014
15	Bakreed Holiday	6 October 2014
16	Dispatch of Progress Report of Students to Parents	11 October 2014
17	Fresher's Function	To Be Declared
18	Submission and Display of Attendance	18 October 2014
19	Last date of submission of the list-2 of Students having poor attendance to the Director	18 October 2014
20	Dispatch of Attendance of Students to Parents	20 October 2014
21	Deewali Holidays	23-25 October 2014
22	Last Date of submission of question papers to the examination cell	26 October 2014
23	Class Test-2	28 Oct- 1 Nov 2014
24	Mohrram Holiday	4 November 2014
25	Last date to show evaluated answer scripts to the students	6 November 2014
26	Last date of submission of list-2 of weak students to the Director	7 November 2014
27	Submission of CT- 2 Marks	8 November 2014
28	Dispatch of Progress Report of Students to Parents	11 November 2014
29	Sports Fest	To Be Declared
30	Cultural Activities	To Be Declared
31	Distribution of Typed Question Bank and Notes	20 November 2014
32	Course Completion	20 November 2014
33	Course Revision	21-25 November 2014
34	Display of Attendance	
35	Last Date of submission of question papers to the examination cell	24 November 2014
36	PUT/CT-3	26-29 November 2014
37	Last Date for Submission of Internal Marks	4 December 2014
38	End Semester Exams	As per UPTU Schedule
39	Practical Exams	As per UPTU Schedule
40	Semester Break	To be declared

Note: Any change may be made in calendar due to any reason.