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 massage, organizing, selecting, arranging ideas and preparing outlines, developing massage)

The qualities of good writing-clarity-conciousness-concisman-correctness-coherance-couriousness.

**UNIT III : Business Correspondence In Organization**


**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-Urmila 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
Evolution 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:

Unit-IV
Organizing and Staffing:

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- T N Chhabra, Dhanapatrai & Co. of Management
7 Management- Prasad
Bachelor of Business Administration  
Semester - I  
Financial Accounting- Paper - I

Theory Marks: 80  
Assessments: 20

Objective:

The courses aim to acquaint 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 disclosure.

Unit 2:

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

Unit 3:

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

Unit 4:

Consignment Accounts.
**Recommended Books**

Books on financial Accounting:

2. Fundamentals of Accounting, Dr. T. P. Ghosh, Sultan Chand & Sons.
3. Accountancy for C. A. foundation course, P. C. Tulsain, Tata Mcgraw Hill
Objective
1. To expose students to basic micro economics concepts.
2. To apply economic analysis in the formulation of business policies.

<table>
<thead>
<tr>
<th>Unit. No.</th>
<th>TOPICS</th>
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<tbody>
<tr>
<td>1</td>
<td>INTRODUCTION OF ECONOMICS</td>
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<td>1.1</td>
<td>Definitions, Nature, Scope and Significance of Economics</td>
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<td>1.2</td>
<td>Difference between Micro and Macro Economics</td>
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<td>1.3</td>
<td>Basic Economic Problems</td>
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<tr>
<td>2</td>
<td>DEMAND ANALYSIS</td>
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<tr>
<td>2.1</td>
<td>Concept of Demand</td>
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<tr>
<td>2.2</td>
<td>Elasticity of Demand :- Types, Methods of Measurement,</td>
</tr>
<tr>
<td>2.3</td>
<td>Determinants and Significance of Elasticity of Demand.</td>
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<tr>
<td>3</td>
<td>SUPPLY ANALYSIS</td>
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<td>3.1</td>
<td>Concept and Law of Supply</td>
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<td>3.2</td>
<td>Factors Affecting Supply</td>
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<td>4</td>
<td>CONSUMER BEHAVIOR</td>
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<tr>
<td>4.1</td>
<td>Concept of Consumer Behavior and Utility.</td>
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<tr>
<td>4.2</td>
<td>Law of Diminishing Marginal Utility.</td>
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<td>4.3</td>
<td>Law of Equi-Marginal Utility.</td>
</tr>
</tbody>
</table>

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

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)

UNIT-III
Types of pollution Land, Water, Air, Noise, Radiation.

UNIT-IV
Reference Books:

1. Environment Management : Charry (McMillan)
2. Man & Environment : Das (McMillan)
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

5. Statistical Methods - S.P. Gupta, S. Chand and Company, New Delhi
7. Fundamental of Statistics - Elhancs D.N.
UNIT-I: Basic of Computer


Data Representation: Decimal, Binary, Their Interconversion

UNIT-II: Input/ Output Peripherals and Storage Devices


UNIT-III: Windows


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

UNIT-IV: Network & IT Trends


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:
2) S.B. Kishor, “Information Technology”, Das Ganu, 978-81-921757-9-9

References:
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.


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 Ladership, Styles of Leadership, Theories- Likert’s four systems of leadership, Charismatic Leadership, Theory- Robert Blackand 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
Objective:

This course shall entree the students to develop awareness and train them in corporate Accounting in conformity 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

Unit 2:

   - 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.
Unit 4: Winding up of companies :-

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

Recommended Book :-

Books on financial Accounting:-


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

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


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.
GONDWANA UNIVERSITY
B.B.A. - I
( Semester –II )
Business Economics II

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

**Recommended Books**: (For Business Economics Paper-I & Paper-II of Semester I & II)
3. Vyavasaik Arth Shastra – Dr. T.G. Gite Atharv Publication, Pune
5. Micro Economics - D.N. Dwivedi – Pearson Publication NOIDA (U.P.)
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

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.
5. Statistical Methods- S.P.Gupta, S.Chand and Company, New Delhi
6. Statistical Analysis- Dr. Rahul Sawlikar, Payal Prakashan, Nagpur-
   ISBN-978-81-922554-3-9
7. Fundamental of Statistics- Elhanics D.N.
8. Statistics, Theory, Method and Application- Sancheti and Kapoor
UNIT–I: Office Automation and Internet
Introduction of Office Automation, What is Office?, Need of Office Automation
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

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

Books:
2) S.B. Kishor, Information Technology (Ms-Office), Das Ganu

References: