

BHAVNAGAR UNIVERSITY

BHAVNAGAR

(NACC Accreditation Grade “B”)

CREDIT AND SEMESTER SYSTEM

SYLLABUS

BACHELOR OF BUSINESS ADMINISTRATION

(B.B.A.)

(In Force From Academic Year: 2010-2011)

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B.B.A.
Credit and Semester System Syllabus

SEMESTER – 1st

SR NO	PAPER NO	NAME OF THE PAPER	TOTAL MARKS EXT+INT=TOTAL	PASSING STANDARD EXT=INT=TOTAL	TOTAL TEACHING HOURS	CREDITS
1	101	Fundamentals of Management-I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
2	102	Fundamentals of Economics-I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
3	103	Principles and Practice of Accountancy-I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
4	104	Business Communication-I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
5	105	Business Maths -I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
6	106	Computer Applications in Business	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
7	107	Business Law-I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03

* INTERNAL	MARKS
Assignment	10
Seminar	10
Test	10



B.B.A.
Credit and Semester System Syllabus

SEMESTER – 2nd

SR NO	PAPER NO	NAME OF THE PAPER	TOTAL MARKS EXT+INT=TOTAL	PASSING STANDARD EXT=INT=TOTAL	TOTAL TEACHING HOURS	CREDITS
1	201	Fundamentals of Management-II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
2	202	Fundamentals of Economics-II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
3	203	Principles and Practice of Accountancy-II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
4	203	Business Communication-II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
5	205	Business Statistics	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
6	206	Business Law-II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
7	207	Field Project in Business	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03

* INTERNAL	MARKS
Assignment	10
Seminar	10
Test	10



B.B.A
SEMESTER – I

Paper No: 101: Fundamentals Of Management-I

Credit: 03

Total Marks: 100 Marks
Marks: Semester End Examination: 70 Marks
Continuous Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/ Weight
Unit 1	Nature of Management: ♣ Various definitions of Management Schools of Management Thought (with focus on Management Process School, Systems School and Contingency School) "	09	14
Unit 2	Initial contributors: ♣ Henry Fayol and F. W. Taylor; and their contributions. Management as an art and science. Management as a profession. Management skills at various levels of Management	09	14
Unit 3	Planning ♣ Meaning and nature, planning process; Typology of plans; Forecasting: meaning, significance; M.B.O. Significance and Process.	09	14
Unit 4	Forecasting: ♣ Meaning & Significance	09	14
Unit 5	Decision Making: ♣ Process of Decision Making, Approaches to Decision Making, Types of Decision, Decision Making under certainty, risk and uncertainty, Quantitative and qualitative techniques of Decision Making. Planning	09	14

Break up of Continuous Internal Evaluation:

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
Total	30 Marks

Reference Books:

1. Management Stoner & Freeman
2. Essentials of Management Koontz & Weihrch
3. Principles of Management Tripathy & Reddy



Paper No: 102: Fundamentals of Economics –I

Credits: 03

Marks: 100 Marks
Marks: Semester End Examination: 70 Marks
Continuous Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	♣ Definition, Nature and Scope of Economics, Difference between micro and macro economics, positive and normative economics	09	14
Unit 2	Demand Analysis and Elasticity of Demand: ♣ Meaning of demand, Law of demand, Concept of elasticity: Price, income and cross elasticity of demand, Significance of the concept	09	14
Unit 3	Supply Analysis: ♣ The law of supply, Elasticity of Supply.	09	14
Unit 4	Cost Concepts: ♣ Distinction between main cost concepts, Actual and Opportunity costs, Private and social costs, Direct and Indirect costs, Difference between Accountants' and Economists' Cost concepts.	09	14
Unit 5	Theory of Distribution: ♣ Marginal productivity theory of distribution, Critical evaluation of the theory, Modern theory of distribution. National Income	09	14

Break up of Continuous Internal Evaluation:

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
Total	30 Marks

Reference Books:

1. Principles of Economics M L Sheth
2. Managerial Economics P L Mehta
3. Managerial Economics Paul Mote



Paper No: 103: Principles & Practice of Accountancy-I

Credits: 03

Marks: 100 Marks
Marks: Semester End Examination: 70 Marks
Continuous Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Nature of Accounting: ♣ Definition, objectives and Scope, Conventions and Concepts of Accounting	09	14
Unit 2	Analysis of Business Transactions: ♣ Meaning of Business Transactions. Classification of Accounts. Rules of Debit and Credit.	09	14
Unit 3	♣ Journal, Ledger, Subsidiary Books, Ruling & Recording, Posting, Balancing, Purchase, Books, Sales Books, Cash Book, Petty Cash Book	09	14
Unit 4	♣ Preparation of Final Accounts, Manufacturing Accounts, Trading Account, Profit & Loss Account, Balance Sheet	09	14
Unit 5	Rectification of Errors: ♣ Types of Errors, Effects of Errors on Final Accounts, Suspense Accounts, Rectification Entries	09	14

Break up of Continuous Internal Evaluation:

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
Total	30 Marks



Paper No: 104: Business Communication –I

Credits: 03

Marks: 100 Marks
Marks: Semester End Examination: 70 Marks
Continuous Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	♣ Listening to and Understanding Short Speeches, Lectures, Rapid Talks, Passages read aloud or dictated	09	14
Unit 2	♣ Listening to and Understanding conversations based on familiar Situations	09	14
Unit 3	♣ Taking notes from short speeches and passages read aloud	09	14
Unit 4	♣ Speaking Greetings and Formulate of every conversations Polite requests, questions, short questions, short answers and question tags	09	14
Unit 5	♣ Conversation in familiar situations and on telephone, short informal talks, Participating in group discussions	09	14

Break up of Continuous Internal Evaluation:

- | | |
|---------------|-----------------|
| 1. Assignment | 10 Marks |
| 2. Seminar | 10 Marks |
| 3. Test | <u>10 Marks</u> |
| Total | 30 Marks |

Reference Books:

Taylor G TMH Edition English Conversation Practice



Paper No: 105: Business Mathematics –I

Credits: 03

Marks: 100 Marks
Marks: Semester End Examination: 70 Marks
Continuous Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	♣ Set Theory Fundamental Concepts	09	14
Unit 2	♣ Function Introduction Types of Functions Some functions in commerce and Economics Break Even Analysis	09	14
Unit 3	♣ Limit & Continuity Limit of function Methods of evaluating limit of function some important limits continuity of function algebra of continuous functions derivatives of a function continuity in interval	09	14
Unit 4	Derivatives: ♣ Derivatives and differentiation Basic rules of derivation first order and second order derivative use of derivative	09	14
Unit 5	Matrix and Determinant: ♣ Definition of matrix types of matrix scalar multiplication of matrix, Matrix operation Transpose of a matrix Determinants of a square matrix, Adjoint of a square matrix Inverse of a matrix Application of Algebra	09	14

Break up of Continuous Internal Evaluation:

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
Total	30 Marks

Reference Books:

1. Mathematics Sancheti & Kapoor
2. Mathematics for Management Raghavachari



Paper No: 106: Computer Application in Business

Credits: 03

Marks: 100 Marks
Marks: Semester End Examination: 70 Marks
Continuous Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Introduction to Computers: ♣ Computer Systems: Concepts of Hardware, Software, Computer Peripherals. Analogue Vs Digital Computers, Types of digital computers (based on configuration)	09	14
Unit 2	♣ Introduction to Operating System, Study of important internal and External Command.	09	14
Unit 3	♣ Introduction to spreadsheet, Study of important commands to generate and manipulate Worksheet,	09	14
Unit 4	♣ Generate graphs, and Generate hard copy using, number processing Programme Introduction to Word Processing	09	14
Unit 5	♣ Study of important commands to generate Reports using Word Processing Programme	09	14

Break up of Continuous Internal Evaluation:

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
Total	30 Marks

Reference Books:

1. PC Software Made Simple Taxali TMH
2. Introduction to Microcomputers Chain et at PHI



Paper No: 107: Business Law –I

Credits: 03

Marks: 100 Marks
Marks: Semester End Examination: 70 Marks
Continuous Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Contract: ♣ Meaning, Essential Elements, Kinds of Contracts	09	14
Unit 2	Offer and Acceptance: <u>Offer:</u> ♣ Meaning, Mode of Offer, Essential requirements, Types of Communication <u>Acceptance:</u> ♣ Meaning, Mode of Acceptance, Essentials, Communication, Revocation. <u>Consideration:</u> ♣ Meaning, Importance, Kinds of Consideration, Rules, Exceptions to Rules, Stranger to Contract and to Consideration.	09	14
Unit 3	Capacity of Parties: ♣ Minors, persons of unsound mind, persons disqualified from contracting by any other law. Free Consent: ♣ Meaning Coercion, Undue influence, Fraud, Misrepresentation, Mistake	09	14
Unit 4	Legality of Objects and Consideration: ♣ Agreements opposed to public policy, Void Agreement, Agreements in way of wager, wager and insurance contract. Contingent Contract: ♣ Meaning, Rules, Quasi Contract	09	14
Unit 5	Performance of Contract: ♣ Meaning, Offer to perform, Time, place and manner of performance, performance of joint promises, Performance of reciprocal promises, Assignment of Contract. Discharge of Contract: ♣ Meaning, Modes of Discharge, Breach of Contract, Remedies to Breach of Contract. Meaning and Performance of Identify Guarantee, Bailment, Pledge, Agency Contracts	09	14

Break up of Continuous Internal Evaluation:

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
Total	30 Marks

Reference Books:

1. Mercantile law Singh Eastern Books



B.B.A.
SEMESTER – II

Paper No: 201: Fundamentals of Management-II

Credits: 03

Marks: 100 Marks
Marks: Semester End Examination: 70 Marks
Continuous Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	♣ Organising Definition Process, Principles departmentation ♣ Delegation of authority, centralisation and decentralisation, Organisation Chart, Types of Organisation	09	14
Unit 2	♣ Staffing Importance and need for proper staffing recruitment selection Training and Development	09	14
Unit 3	♣ Motivation Meaning Importance Models of Motivation	09	14
Unit 4	♣ Leadership Meaning Importance Theories of leadership Trait Contingency approach of leadership	09	14
Unit 5	Communication & Control: ♣ Meaning Importance Process and Principles Barriers to communication. Introduction idea of MIS	09	14

Break up of Continuous Internal Evaluation:

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
Total	30 Marks

Reference Books:

1. Management Stoner & Freeman
2. Essentials of Management Koontz & Weihrch
3. Principles of Management Tripathy & Reddy



Paper No: 202: Fundamentals of Economics –II

Credits: 03

Marks: 100 Marks
Marks: Semester End Examination: 70 Marks
Continuous Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	National Income: ♣ Some concepts of national income Methods of calculating national income Difficulties in calculating national income Usefulness of national income	09	14
Unit 2	Theory of Income and Employment: ♣ The classical theory of income and employment. Say's law of markets. A critical evaluation of the classical theory. Keynesian theory of income and employment. The controversy over ♣ Equality of saving and investment. Role of Investment	09	14
Unit 3	Business Cycle: ♣ Various approaches to the study of business cycle	09	14
Unit 4	Money: ♣ Functions of money, Value of money, Various definitions of money supply, The quality theory of money	09	14
Unit 5	Banking: ♣ Functions of commercial banks, Central Bank, Performance of banking sector in India	09	14

Break up of Continuous Internal Evaluation:

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
Total	30 Marks



Paper No: 203: Principles & Practice of Accountancy-II

Credits: 03

Marks: 100 Marks
Marks: Semester End Examination: 70 Marks
Continuous Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	<p>Introduction to partnership Accounts: <u>General:</u> ♣ Definitions, Rights of partners, Duties of partners, Powers of partners, kinds of partners <u>Accounts:</u> ♣ Interest, Distribution of profit and Fixed and Fluctuating capital <u>Goodwill:</u> ♣ Definitions, Valuations of goodwill, Change in profit sharing ratio</p>	09	14
Unit 2	<p>Admission and retirement of partner: <u>Admission:</u> ♣ Treatment of goodwill, Revaluations of assets and liabilities, new profit sharing ratio, distinction between contribution and purchase of share. <u>Retirement:</u> ♣ Treatment of goodwill, revaluation of assets and liabilities, payoff of retiring partners loan, purchase of retiring partners share by remaining partners</p>	09	14
Unit 3	<p>Death of partner: ♣ Settlement of final balance of deceased partner, joint life policy, individual policy.</p>	09	14
Unit 4	<p>Dissolution of partnership firm: ♣ Introduction, settlement of account upon dissolution of firm, accounting treatment, insolvency of a partner, insolvency of a firm, gradual realisation and piecemeal distribution</p>	09	14
Unit 5	<p>Hire purchase and instalment system: ♣ Introduction, Difference between instalment system and hire purchase system and hire purchase agreement, accounting records under both system, entries and account in the books of the purchaser and the vendor (Excluding hire purchase trading account and case of default and repossessions)</p>	09	14

Break up of Continuous Internal Evaluation:

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
Total	30 Marks



Paper No: 204: Business Communication-II

Credits: 03

Marks: 100 Marks
Marks: Semester End Examination: 70 Marks
Continuous Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Understanding Communication: ♣ Basic elements of communication, Objectives of communication, Verbal & Non verbal communication, Channels of communication, barriers to communication	09	14
Unit 2	♣ Group communication, Interviews, Speeches, Presentation, ♣ Dialogue skills	09	14
Unit 3	♣ Reading skills, Essentials of effective writing, Layout of a business letter, Job application, personal letters	09	14
Unit 4	♣ Enquiries and Replies, Orders and Replies, Complaints claims and adjustments, Collection letters, sales letters Bank & Insurance correspondence	09	14
Unit 5	♣ Meetings, Notice, Agenda, Resolutions, Reports, Summarisation, Punctuation, Numerals	09	14

Break up of Continuous Internal Evaluation:

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
Total	30 Marks



Paper No: 205: Business Statistics

Credits: 03

Marks: 100 Marks
Marks: Semester End Examination: 70 Marks
Continuous Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Measures of Central Tendency Measures of Central Tendency and Dispersion: ♣ Objectives of averaging, Types of averages, characteristics of a good average, Relationship among mean, Median and Mode. Significance of measuring dispersion, Methods of studying Variation.	09	14
Unit 2	Probability and Probability Distribution: ♣ Importance of concept, Calculation of Probability, Theorems of Probability, Conditional Probability	09	14
Unit 3	♣ Binomial, Poisson and Normal Distribution.	09	14
Unit 4	Correlation and Regression: ♣ Significance, Types of correlation, Methods of studying correlation, Use of regression analysis, Regression lines, and Regression equations.	09	14
Unit 5	Sampling: ♣ Census V s. Sampling, Probability V s. Non probability samples Basic Concepts to the Hypothesis testing.	09	14

Break up of Continuous Internal Evaluation:

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
Total	30 Marks

Reference Books:

1. Business Statistics: Sancheti & Kapoor



Paper No: 206: Business Law –II

Credits: 03

Marks: 100 Marks
Marks: Semester End Examination: 70 Marks
Continuous Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	♣ Negotiable Instruments Act 1881	09	14
Unit 2	♣ Sales of Goods Act 1930	09	14
Unit 3	♣ Partnership Act 1932	09	14
Unit 4	♣ VAT ACT	09	14
Unit 5	♣ Environmental Act	09	14

Break up of Continuous Internal Evaluation:

- | | |
|---------------|-----------------|
| 1. Assignment | 10 Marks |
| 2. Seminar | 10 Marks |
| 3. Test | <u>10 Marks</u> |
| Total | 30 Marks |

Reference Books:

1. Mercantile Law : Singh Eastern Books

Paper No: 207: Field Project in Business

Credits: 03

Marks: 100 Marks

“A Student is required to prepare a project report on any Company / Organization / NGO / Institution / SME / Corporations or any type of organization in an order to understand the managerial and communication practices in such units. The college may depute the students at such places for minimum 07 days. The student is expected to understand the basics of management and communication practices.”