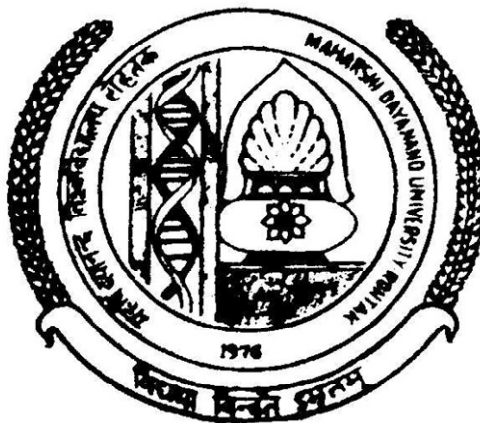


SCHEME OF EXAMINATION
&
SYLLABI
of
BACHELOR OF BUSINESS ADMINISTRATION



FROM THE ACADEMIC SESSION 2014-15

**MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)**

**CURRICULUM AND SCHEME OF EXAMINATIONS OF
BBA PROGRAMME FROM THE SESSION 2014-15**

FIRST YEAR

First Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBAN101	Business Organization	80	20	-	100
BBAN102	Business Mathematics	80	20	-	100
BBAN103	Financial Accounting	80	20	-	100
BBAN104	Computer Fundamentals	50	-	50	100
BBAN105	Business Communication	80	20	-	100
BBAN106	Micro-economics for Business Decisions	80	20	-	100
	TOTAL				600

Second Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBAN201	Principles of Management	80	20	-	100
BBAN202	Macro-economic Analysis and Policy	80	20	-	100
BBAN203	Company accounts	80	20	-	100
BBAN204	Computer Applications in Management	50	-	50	100
BBAN205	Organizational Behavior	80	20	-	100
BBAN206	Business Statistics	80	20	-	100
	TOTAL				600

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

BUSINESS ORGANIZATION
PAPER CODE: BBAN-101

UNIT-I

Business – Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade.

UNIT-II

Forms of business organization – Sole proprietorship, partnership, joint stock company, types of company cooperative societies; multinational corporations.

UNIT-III

Entrepreneurship – Concept and nature; entrepreneurial opportunities in contemporary business environment; process of setting up a business enterprise; choice of a suitable form of business organization, feasibility and preparation business plan.

UNIT-IV

Government and business interface; stock exchange in India; business combination – concept and causes; chambers of commerce and industries in India – FICCI, CII Association.

SUGGESTED READINGS:

1. Vasishth, Neeru, Business Organization, Taxmann, New Delhi
2. Talloo, Thelman J., Business Organizational and Management, TMH, New Delhi
3. Tulsian, P.C., Business Organization, Pearson Education, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

NOTE:

- 1 The duration of the end term examination shall be 3 hours
- 2 Immediately after the completion of the IV semester examination, the students shall proceed for their Summer Training of 4 weeks duration. The Summer Training Reports prepared after the completion of shall be assessed in the V semester as a compulsory paper.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS MATHEMATICS

PAPER CODE: BBAN-102

UNIT-I

Theory of Sets – Meaning, elements, types, presentation and equality of sets; union, intersection, complement & difference of sets; Venn diagrams; Cartesian product of two sets; applications of set theory.

UNIT-II

Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers.

UNIT-III

Permutations, combinations and binomial theorem (positive index), Quadratic equations.

UNIT-IV

Matrices – Types, properties, addition, multiplication, transpose and inverse of matrix; properties of determinants, solution of simultaneous Linear Equations; differentiation and integration of standard algebraic functions; business applications of matrices, differentiation and integration.

SUGGESTED READINGS:

1. Sancheti, D.C., A.M. Malhotra & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi
2. Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi
3. Reddy, R.Jaya Prakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

FINANCIAL ACCOUNTING
PAPER CODE: BBAN-103

UNIT-I

Meaning and scope of accounting, nature of financial accounting principles, basis of accounting; accounting process – from recording of business transaction to preparation of trial balance.

UNIT-II

Rectification of errors; preparation of final accounts (non-corporate entities) along with major adjustments.

UNIT-III

Bank Reconciliation Statement; accounts of non-profit organization, Single entry system.

UNIT-IV

Joint venture accounts; consignment accounts.

SUGGESTED READINGS:

1. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
3. Monga, J.R., Financial Accounting, Margin Paper Bank, New Delhi
4. Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
Practical Marks: 50
Time: 3 hrs.

COMPUTER FUNDAMENTALS

PAPER CODE: BBAN-104

UNIT-I

Introduction – Digital and analog computers, evolution of digital computers, major components of a digital computer, hardware, software, firmware, middleware and freeware, computer applications; Input devices, output devices, printers, plotters, other forms of output devices; main memory, secondary memory and backup memory.

UNIT-II

Decimal number system, binary number system, conversion of a binary number to decimal number, conversion of a decimal number to a binary number, addition of binary numbers, binary subtraction, hexadecimal number system, octal number system.

UNIT-III

Introduction to Operating System, history; functions, types, structure, memory management; file management system.

UNIT-IV

Computer applications in offices, use of computers in books publication, desktop publishing system, application of computers for data analysis, application of computer in education, application of computer in banks, medical field.

SUGGESTED READINGS:

1. Gill, Nasib, Computer Fundamental and Internet
2. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
3. B. Ram, Computer Fundamentals, New Age Publications, New Delhi
4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS COMMUNICAITON
PAPER CODE: BBAN-105

UNIT-I

Business Communication – Nature and process, forms of communication, role of communication skills in business, communication networks, barriers to communication.

UNIT-II

Communication Skills: Listening skills – cognitive process of listening, barriers to listening, reading skills, speaking skills, public speaking, voice modulation and body language.

UNIT-III

Written Communication – Types, structures and layout of business letters; presentative letters – sales letters, claim letters, employment letters, writing memo, notice and circular.

UNIT-IV

Business Reports – Purpose and types, framework of business reports, presentation of reports, brochures, issuing notice and agenda of meeting and recording of minutes of meetings.

SUGGESTED READINGS:

1. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
2. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
3. Das, Biswajit and Ipseeta Satpathy, Business Communication and Personality Development, Excel Books, New Delhi
4. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
5. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

MICRO ECONOMICS FOR BUSINESS DECISIONS
PAPER CODE: BBAN-106

UNIT-I

Nature and scope of micro economics, determinants of demand and law of demand, price, cross and income elasticity, law of supply, elasticity of supply, competitive equilibrium; consumer's equilibrium- utility and indifference curve approaches.

UNIT-II

Short run and long run production functions, laws of returns; optimal input combination; classification of costs; short run and long run cost curves and their interrelationship; internal and external economies of scale, revenue curves; optimum size of the firm; factors affecting the optimum size, location of firms.

UNIT-III

Equilibrium of the firm and industry – perfect competition, monopoly, monopolistic competition, discriminating monopoly, aspects of non-price competition; oligopolistic behavior.

UNIT-IV

Characteristics of various factors of production; marginal productivity theory and modern theory of distribution; determination of rent; quasi rent; alternative theories of interest and wages.

SUGGESTED READINGS:

1. D. Salvatore, Microeconomic Theory, Tata McGraw Hill, New Delhi
2. Mark Hirschey, Managerial Economics, Thomson, South Western, New Delhi
3. R H Dholkia and A.N. Oza, Microeconomics for Management Students, Oxford University Press, New Delhi
4. P.L. Mehta, Managerial Economics, Sultan Chand, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

PRINCIPLES OF MANAGEMENT

PAPER CODE: BBAN-201

UNIT-I

Introduction – nature and process of management, basic managerial roles and skills, nature of managerial work; approaches to management – classical, human relations and behavioral, systems and contingency approaches; contemporary issues and challenges.

UNIT-II

Planning and decision making – concept, purpose and process of planning, kinds of plans, strategic planning, tactical planning and operational planning, goal setting, MBO; decision making – nature and process, behavioral aspects of decision making, forms of group decision making in organizations.

UNIT-III

Organizing and leading elements of organizing – division of work, departmentalization, distribution of authority, coordination; organization structure and design; leadership – nature and significance, leadership styles, behavioral and situational approaches to leadership.

UNIT-IV

Management control – nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control, controlling techniques, social audit.

SUGGESTED READINGS:

1. Griffin, Ricky W, Management, Biztantra, New Delhi
2. Rao, VSP, Management, Excel Books, New Delhi
3. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi
4. Wehrich, Heinz and Harold Koontz, Management: A Global Perspective, Tata McGraw Hill
5. Daft, Management, Thompson Learning, New Delhi
6. Robbins, S.P., Management, Pearson Education

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

MACRO ECONOMIC ANALYSIS AND POLICY
PAPER CODE: BBAN-202

UNIT-I

Nature and scope of macroeconomics, circular flow of income; national income – alternative concepts and the measures, income and their interrelationship, stock and flow variables, aggregate demand, supply and macroeconomic equilibrium, nature of a trade cycle, causes of booms and recessions.

UNIT-II

Macro analysis of consumer behavior, cyclical and secular consumption, income consumption relationship, absolute, relative and permanent income hypothesis, simple Keynesian Model of income determination; multiplier analysis.

UNIT-III

Nature of fiscal policy, fiscal deficits, fiscal policy in relation to growth and price stability, basic issues in fiscal deficit management, nature and management of public debt; business taxes – types, rationale and incidence.

UNIT-IV

Money supply measures; credit creation process and money multiplier, instruments of monetary policy; promotional and regulatory role of central bank; monetary policy – types, causes, effects and control measures.

SUGGESTED READINGS:

1. Gupta, G.S., Macroeconomics – Theory and Applications, Tata McGraw Hill, New Delhi
2. Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi
3. Gupta S.B., Monetary Economics: Theory, Policy and Institutions, S. Chand, New Delhi
4. Vaish, M.C., Macroeconomic Theory, Vikas Publications, New Delhi
5. D'souza, Errol, Macroeconomics, Pearson Education, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

COMPANY ACCOUNTS**PAPER CODE: BBAN-203****UNIT-I**

Accounting for share capital transaction, alternation of share capital, buy-back of shares, acquisition of business and profit prior to incorporation.

UNIT-II

Debentures; issue of debentures, methods of redemption of debentures, underwriting of shares and debentures.

UNIT-III

Statutory provision regarding preparation of company's final accounts, preparation of profit and loss account and balance sheet of company as per the requirement of Schedule VI of the companies act, state the basic features of accounting standards 4, 5, 15, 17 18 and 29; company liquidation accounts.

UNIT-IV

Valuation of Goodwill and shares, banking company accounts, insurance company accounts.

SUGGESTED READINGS:

1. Gupta R.L., Advanced Accounting Vol. II, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting, S. Chand & Sons, New Delhi
3. Jain, S.P. & K.L. Narang, Advanced Accounting, Kalyani Publishers, New Delhi
4. Monga, J.R., Corporate Accounting, Margin Paper Bank, New Delhi
5. Maheshwari S.N., Advanced Accounting, Vikas Publications

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3. All questions will carry equal marks.

External Marks: 50

Practical Marks: 50

Time: 3 hrs.

COMPUTER APPLICATIONS IN MANAGEMENT
PAPER CODE: BBAN-204

UNIT-I

Introduction to Computers – History, basic anatomy, operating system, memory, input/output devices; types of computers, classification of computers; hardware and software.

Networking – Advantage, types, devices and network connection, wireless networking; virus and firewalls.

UNIT-II

Introduction to information technologies; www, search engines, web browsers, IP addressing, web hosting and web publishing, Internet applications in business, chatting and e-mailing; computer applications, advantages and limitations, use in offices, education, institutions, healthcare.

UNIT-III

Data, information and types; Information systems, types – MIS, TPS, OAS, DSS, expert systems, executive information systems.

UNIT-IV

Multimedia applications in business; marketing and advertising; web applications of multimedia.

SUGGESTED READINGS:

1. Saxena, Computer Applications in Management, Vikas Publishing House, New Delhi
2. Ram, B., Computer Fundamentals, New Age Publication, New Delhi
3. Saxena and Pradeep Kumar, Computer Applications in Management, Anmol Publication
4. Goel and Kakhar, Computer, New Age Publication

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

ORGANIZATIONAL BEHAVIOR
PAPER CODE: BBAN-205

UNIT-I

Introduction – Concept and scope of organizational behavior, historical development of organizational behavior, emerging trends and changing profiles of workforce; Foundations of organizational behavior, challenges of organizational behavior.

UNIT-II

Foundations of individual behavior; Individual Processes – Personality, values, attitudes, perception, learning and motivation, emotional intelligence: meaning, implications.

UNIT-III

Foundations of group behavior; Team Processes – Interpersonal communication, group dynamics, teams and teamwork, conflict and negotiation in workplace, power and politics.

UNIT-IV

Organizational processes – organizational structure and design, organizational culture, organizational change, development and stress management.

SUGGESTED READINGS:

1. Robbins, S.P., Organizational Behavior, Pearson Education, New Delhi
2. McShane, Steven L, Mary VonGlinow and Radha R. Sharma, Organizational Behavior, Tata McGraw Hill, New Delhi
3. Pareek, Udai, Understanding Organizational Behavior, Oxford University Press, New Delhi
4. Griffin, Ricky W, and Gregory Moorhead, Organizational Behavior, Houghton Mifflin Company
5. New Storm, Organizational Behavior, Tata McGraw Hill

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS STATISTICS

PAPER CODE: BBAN-206

UNIT-I

Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, parts, types and construction of tables, significance, types and construction of diagrams and graphs.

UNIT-II

Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation and skewness.

UNIT-III

Correlation and Regression: Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation; scatter diagram, graphic and direct method; properties of correlation co-efficient, rank correlation, coefficient of determination, lines of regression, co-efficient of regression, standard error of estimate.

UNIT-IV

Index numbers and time series: Index number and their uses in business; construction of simple and weighed price, quantity and value index numbers; test for an ideal index number, components of time series viz. secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend and seasonal indices; use of time series in business forecasting and its limitations, calculating growth rate in time series.

SUGGESTED READINGS:

1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Gupta, C.B., An Introduction to Statistical Methods
3. Gupta, B.N., An Introduction to Modern Statistics
4. Sancheti, S.C. & V.K. Kapoor, Statistical Methods
5. Ellhans, D.N., Fundamentals of Statistics
6. Gupta, S.P., Statistical Methods
7. Sharma, J.K., Business Statistics, Pearson Education, New Delhi

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