

SHRI VENKATESHWARA UNIVERSITY GAJRAULA



Syllabus

School of Commerce & Management

Bachelor of Business Administration (BBA)

2019-20 onwards

Shri Venkateshwara University, Gajraula

Bachelor of Business Administration (BBA)
School of Commerce and Management

Semester	No of Papers	Credit	Marks
I	5	20	400
II	5	20	400
III	5	20	400
IV	5	20	400
V	4	18	300
VI	4	18	300
Total	28	116	2200

Course Structure
Year: 1 Semester: I

S.N.	Subject Code	Subject	EVALUATION SCHEME								
			SESSIONAL EXAMS						ESE	Total	Credit
			L	T	P	CT	TA	Total			
1.	BBA-111	Business Organization	5	2	-	20	10	30	70	100	6
2.	BBA-112	Principles of Economics	5	2	-	20	10	30	70	100	6
3.	BBA-113	Book-Keeping and Basic Accounting	5	2	-	20	10	30	70	100	6
4	BBA-114	Business Communication	2	-	-	20	10	30	70	100	2
		Total	17	6	-	80	40	120	280	400	20
5	BBA-115	Unnat Bharat Abhiyan (Non-CGPA)	1	2	-	20	10	30	70	100	2

Ist Semester

Code-BBA-111

Business Organization

Learning Objective:- On successful completion of this syllabi the students will

1. Understand the basic concepts in commerce, trade and industry. He will be exposed to modern business world.
2. Understand modern business practices, forms, procedures and functioning of various business organizations.

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.

Unit V- Business Finance: Financial need of Business methods & sources of finance. Security Market, Money Market, Study of Stock Exchange & SEBI.

On successful completion of the course students will be able to:

- Course Outcomes:-**
1. Explain the basic fundamentals of the business organisational theory and marketing, including capacity to recognise and use relevant terminology.
 2. Read, understand and critically evaluate the information contained in relevant academic texts.
 3. Organise and present information to a satisfactory standard in oral presentations, essays and reports.

Suggested Books:

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

Ist Semester

Code-BBA-112

Principles of Economics

Learning Objective :

1. To expose students to basic Principles of economic concepts.
2. To apply economic analysis in the formulation of business policies.
3. To use economic reasoning to problems of business.

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

Course Outcomes :- On completion of this course, the students will be able to

- Get an introduction to supply and demand and the basic forces that determine equilibrium in a market economy.
- To Solve basic microeconomics problem

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

BBA- I Semester

Code-BBA-113

Book Keeping and Basic Accounting

Learning Objective: To impart basic accounting knowledge of Basic Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial 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, Redemption preference shares and debentures.

Learning outcomes

After studying this course, you should be able to:

- define meaning and scope of accounting and , Basic terminology of accounting.
- explain the general purposes and banking transaction, Ledger and Trial balance.
- explain the differences between 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

- Learning Objectives:** 1) To understand the concept, process and importance of English communication.
2) To develop skills of effective communication - both written and oral.
3) To help students to acquaint with application of communication skills in the business world

1. Introduction: Theory of Communication, Types and modes of Communication

2. Language of Communication:

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

3. Speaking Skills:

- Monologue
- Dialogue
- Group Discussion
- Effective Communication/ Mis- Communication
- Interview
- Public Speech

4. Reading and Understanding

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation (from Indian language to English and vice-versa)
- Literary/Knowledge Texts

5. Writing Skills

- Documenting
- Report Writing
- Making notes
- Letter writing

Learning Outcomes:- completion of the English Communications, students will be able to:

1. Communicate effectively in oral, written, and other forms of discourse.
2. Demonstrate an ability to work effectively in collaborative learning and problem-solving environments.
3. Craft thoughtful, creative texts that demonstrate a keen sensitivity to language, form, style, and effect.
4. Analyze texts closely and critically, demonstrating how language, style, form and genre create effects and shape meanings.
5. Articulate an understanding of how cultural, historical, and ideological contexts condition both the creation and the reception of texts across time and in today's complex, diverse world.

Recommended Readings:

1. *Fluency in English - Part II*, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas

Code-BBA-115

Unnat Bharat Abhiyan

Learning Objectives:

- To engage the students in understanding rural realities
- To identify and select existing innovative technologies, enable customization of technologies, or devise implementation method for innovative solutions, as per the local needs.
- To leverage the knowledge base of the institutions to devise processes for effective implementation of various government programmes
- To understand causes for rural distress and poverty and explore solutions for the same

- To apply classroom knowledge of courses to field realities and thereby improve quality of learning

UNIT: 1

Quality of rural life in villages and Unnat Bharat Abhiyan:

Introduction to Unnat Bharat Abhiyan - concept, scope and objectives, rural life, rural society, cast and gender relations, rural values with respect to community, nature and resources, elaboration of “Soul of India lies in villages” – (Gandhi Ji), Rural infrastructure, problems in rural area.

Assignment: - 2

Prepare a map (Physical , visual and digital) of the village you visited and write an essay about inter-family relation in that village

UNIT: 2

Rural economy and livelihood :

Agriculture, farming, land ownership pattern, water management, animal husbandry, non-farm livelihoods and artisans, rural entrepreneurs, rural market

Assignment: 1

Describe your analysis of rural household economy, its challenges and possible pathways to address them.

Group discussion in class- (4)

Field visit 3

UNIT : 3

Rural Institutions: 2

History of Rural Development, Traditional rural organizations, Self Help Groups, Gram Swaraj and 3- Tier Panchayat Raj Institutions(Gram Sabha, Gram Panchayat, Standing Committee), local civil society, local administration.

Introduction to Constitution, Constitutional Amendments in Panchayati Raj – Fundamental Rights and Directive Principles.

Assignment 2

Panchayati Raj institutions in villages? What would you suggest to improve their effectiveness? Present a case study (written or audio-visual).

Field Visit – 4

UNIT : 4

Rural Development Programmes: 2

National programmes - Sarva Shiksha Abhiyan, Beti Bachao, Beti Padhao, Ayushman Bharat, Swachh Bharat, PM Awas Yojana, Skill India, Gram Panchayat Decentralised Planning, NRLM, MNREGA, etc

Written Assignment – 2

Describe the benefits received and challenges faced in the delivery of one of these programmes in the rural community, give suggestions about improving implementation of the programme for the rural poor

Field work:

Each student selects one programme for field visit

Field based practical activities:

- Interaction with SHG women members, and study of their functions and challenges; planning for their skill building and livelihood activities
- Visit MGNREGS project sites, interact with beneficiaries and interview functionaries at the work site
- Field visit to Swachh Bharat project sites, conduct analysis and initiate problem solving measures
- Conduct Mission Antyodaya surveys to support under Gram Panchayat Development Plan(GPDP)
- Interactive community exercise with local leaders, panchayat functionaries, grass-root officials and local institutions regarding village development plan preparation and resource mobilization
- Visit Rural Schools / mid-day meal centres, study Academic and infrastructural resources and gaps
- Participate in Gram Sabha meetings, and study community participation

- Associate with Social audit exercises at the Gram Panchayat level, and interact with programme beneficiaries
- Attend Parent Teacher Association meetings, and interview school drop outs
- Visit local Anganwadi Centre and observe the services being provided
- Visit local NGOs, civil society organisations and interact with their staff and beneficiaries, .
- Organize awareness programmes, health camps, Disability camps and cleanliness camps o Conduct soil health test, drinking water analysis, energy use and fuel efficiency surveys
- Raise understanding of people's impacts of climate change, building up community's disaster preparedness
- Organise orientation programmes for farmers regarding organic cultivation, rational use of irrigation and fertilizers and promotion of traditional species of crops and plants
- Formation of committees for common property resource management, village pond maintenance and fishing

Learning Outcomes:

After completing this course, student will be able to

- Gain an understanding of rural life, culture and social realities
- Develop a sense of empathy and bonds of mutuality with local community
- Appreciate significant contributions of local communities to Indian society and economy
- Learn to value the local knowledge and wisdom of the community

Suggested Books:

1. Singh, Katar, Rural Development Principles, Policies and Management, Sage Publications, New Delhi, 2015.
2. A Hand book on Village Panchayat Administration, Rajiv Gandhi Chair for Panchayati Raj Studies, 2002.
3. United Nations, Sustainable Development Goals, 2015 un.org/sdgs/
4. M.P.Boraian, Best Practices in Rural Development, Shanlax Publishers,
5. Unnat Bharat Abhiyan Website : www.unnatbharatabhiyan.gov.in