

**MAHARSHI DAYANAND SARASWATI UNIVERSITY**

**AJMER**

# SYLLABUS

**SCHEME OF EXAMINATION AND COURSES  
OF STUDY**

**FACULTY OF MANAGEMENT STUDIES**

**Bachelor of Business Administration (BBA)**

BBA-I 15-16



# Maharshi Dayanand Saraswati University

## Ajmer

### Bachelor of Business Administration (BBA)

#### ORDINANCE FOR BBA PROGRAMME

##### 1. Objective

BBA programme of Maharshi Dayanand Saraswati University, Ajmer shall be a three year programme designed to create junior and middle level managers for the corporate sector. BBA graduates shall also be eligible for graduating into higher degree of learning. The BBA level education should also prepare learner to take up self employment in a chosen area of expertise.

##### 2. Programme

BBA programme is designed as a six semester programme over a three year period. BBA I will include Semesters I and II, BBA II will include semesters III and IV and BBA III will include semesters V and VI.

##### 3. Eligibility

- a. Candidate seeking admission to BBA programme shall have passed XII (10 + 2) Standard of CBSE or Rajasthan Board of Secondary Education or from any board of education in India or abroad recognized equivalent there to in any discipline (Science, Arts, Commerce etc.) with at least 50% marks (45% for SC/ST/OBC) marks in aggregate or as per the orders/guidelines of the competent authority from time to time.
- b. Candidates who have appeared or are going to appear in class XII examination may also apply for admission to BBA programme for the coming academic session. Admission of such candidates shall remain provisional, and if s/he fails to submit her/his marks sheet by a stipulated date showing that s/he has passed class XII examination with at least 50% marks (45% for SC/ST/OBC) in aggregate, or as per the orders/guidelines of the competent authority from time to time, her/his admission shall stand cancelled.

##### 4. Admission

Institute/ department/ college offering admission to BBA programme must specify at the time of admissions, the electives they would be offering to admit students during sixth semester. A college/

institute/ department shall offer BBA program specialization in any one group. A second group will be allowed only if the number of students is more than 30.

**5. Attendance**

As per the University norms.

**6. Course structure**

Each semester shall have five courses. Each course shall have 30-35 hours on instruction and an equal number of hours of self study/assignments. A student will have to opt for three courses from any one optional group in the VI semester.

**7. Semester Examination Scheme**

**Regulation -22-D**

- i. There shall be 30 Papers ( five in each semester). Each paper shall carry a total of 100 marks. There shall be 70 marks for term end examination and 30 marks for internal examinations except the course bba 505 where internal and external are of 50 marks each. Total marks for each semester shall be 500.
- ii. Semester end examination shall comprise of seven questions covering entire syllabus of the course. Students will have a choice of answering any 5 questions. Paper setter may choose to give a case study equivalent to two questions. In that case, the student in addition to solving case study will have to answer any three from a total of five questions asked.
- iii. The medium of instruction will be Hindi and/or English. The question paper will be in English only. However the student can answer the questions in either Hindi or English.
- iv. At the end of fourth semester, all the students will have to undergo Summer Training of continuous period of 24 working days excluding holidays/ Sundays with an industrial, business or service organization by taking up a project. The student will undergo on the job summer training under the close supervision of a supervisor in the business organization or other organization. This training should help her/him develop a perspective of wholesome management of business activities. This would enable her/him to appreciate the importance of different business activities and see how different business activities are interrelated. S/He will have to submit a report on the organization she/he has to undergo training and make a presentation before the faculty members. A Presentation on Summer Training Project Report has to be delivered by the students during Semester V of Part III. Training Report Evaluation shall be done as follows: 50 marks for Training Project Report to be evaluated by External Examiner through a Viva Voce Exam and another 50 marks awarded by the faculty members of the Department/College/Institute on the basis of student presentation. The students

immediately after reporting for Summer Training at the designated organization/company shall send a joining report countersigned by training supervisor to the faculty advisor – training and placement. The student will make sure that immediately after the training is over, the training supervisor sends a confidential report on the performance of the student on training in a sealed envelope by registered post/courier directly to the Faculty Advisor – training and placement.

- v. To pass a semester a student shall have to score 40 % marks in each paper and also a minimum of 50% marks in aggregate in remaining papers except Allowed to Keep terms (ATKT) papers.
- vi. A student will be Allowed To Keep Term (ATKT) to next semester/ year if she/he obtains a minimum of 50% marks in aggregate excluding ATKT papers and fails in not more than 2 (two) papers in each semester. A student can hold at most 8 (eight) ATKTs at any point of time. A student can move to VI semester/ III year only if she/he passes in all the papers of Semester I to Semester V. Wherever a student appears at an ATKT examination s/he will do so according to the syllabus at that time and fulfill the requirements of the course in force at that time.
- vii. Students reappearing at an examination in a subsequent year shall be examined in accordance with the scheme and syllabi in force and shall be entitled to the award of degree of the year in which they clear the last failing/ unclear paper.
- viii. A student shall be required to successfully complete the programme within a continuous span of six years from the date of admission. During this period if there is any ATKT in any course/s, the same has to be passed with a maximum of four chances within a span of six years from the date of admission.
- ix. A student shall be eligible for the award of Bachelor of Business Administration (BBA) degree only if she/he fulfills the following conditions:
  - a) Passes all the six semesters as laid down in the syllabus as well as all the Viva Voce examination and also secures minimum prescribed pass marks in the Summer Training Project Report and viva voce.
  - b) Fulfills all other requirements prescribed by the competent authority from time to time for satisfactory completion of each course of study in each of the three years.
  - c) Division of marks shall be awarded on the basis of aggregate marks obtained in all the papers prescribed for all the six semesters examinations as follows:

**Passed with I Division**

Aggregate marks taken together of all the six semesters of BBA examinations should be 60% and above.

**Passed with II Division**

Aggregate marks taken together of all the six semesters of BBA examinations should be 50% or more than 50% but less than 60%.

### Course structure for BBA programme

	Course	Internal	External	Total
<b>BBA Part I Semester I</b>				
bba101	Environmental Science and Management	30	70	100
bba102	English Comprehension	30	70	100
bba103	Principles of Business Management	30	70	100
bba104	Business Mathematics	30	70	100
bba105	Basics of Accounting	30	70	100
	<b>Total for semester I</b>			<b>500</b>
<b>BBA Part I Semester II</b>				
bba201	Organisation Behaviour	30	70	100
bba202	Business Statistics I	30	70	100
bba203	Computers for Management	30	70	100
bba204	Business Regulatory Framework	30	70	100
bba205	Micro Economics	30	70	100
	<b>Total for semester II</b>			<b>500</b>
<b>BBA Part II Semester III</b>				
bba301	Macro Economics	30	70	100
bba302	Cost Accounting	30	70	100
bba303	Business Statistics II	30	70	100
bba304	Functional Management	30	70	100
bba305	Business Communication and Managerial Skills	30	70	100
	<b>Total for semester III</b>			<b>500</b>
<b>BBA Part II Semester IV</b>				
bba401	Company Law	30	70	100

bba402	Business Research	30	70	100
bba403	Purchase Management	30	70	100
bba404	Quality Management	30	70	100
bba405	Office Management	30	70	100
	<b>Total for semester IV</b>			<b>500</b>
<b>BBA Part III Semester V</b>				
bba501	Computerized Financial Accounting	30	70	100
bba502	Business Information System	30	70	100
bba503	Business Environment	30	70	100
bba504	Management Accounting	30	70	100
bba505	Summer Training and Viva Voce	50	50	100
	<b>Total for semester V</b>			<b>500</b>
<b>BBA Part III Semester VI</b>				
bba601	Elective 1	30	70	100
bba602	Elective 2	30	70	100
bba603	Elective 3	30	70	100
bba604	Sales and Salesmanship	30	70	100
bba605	Comprehensive Viva Voce	--	100	100
	<b>Total for semester VI</b>			<b>500</b>

### List of electives

A student must pick electives from one group only:

<b>Group 1: Accounting</b>		<b>Group 3: Banking and Insurance</b>	
bba6011	Business taxation	bba6013	Indian Banking System
bba6021	Auditing	bba6023	Insurance Management

bba6031	Corporate Accounting	bba6033	Commercial Bank Management
<b>Group 2: Tourism Management</b>		<b>Group 4: International Business</b>	
bba6012	Tourism Industry	bba6014	International Business Management
bba6022	Tourism Products of India	bba6024	Export-Import Documentation
bba6032	Travel Agency and Tour Operations	bba6034	International Business Environment
<b>Group 5: E-Commerce</b>			
bba6015	Internet and WWW		
bba6025	Essentials of E-commerce		
Bba6035	Principles of E-marketing		

# Syllabus of BBA 2015-16

## Semester I

### **bba101 Environmental Science and Management**

**Unit 1** The multidisciplinary nature of environmental studies definition, scope and importance, Need for public awareness

**Natural Resources :**

Renewable and non- renewable resources

Natural resources and associated problems

a) Forest resources: Use and over- exploitation, deforestation, Timber extraction mining, dams and their effects on forests and tribal people.

b) Water resources: Use and over - utilization of surface and groundwater, floods, drought, conflicts over water, dams- benefits and problems.

c) Mineral resources: Use and exploitation, environmental effects of extracting and using minerals resources

d) Food resources: World food problems, changes causes by agriculture and over grazing, effects of modern agriculture, fertilizer- pesticide problems, water logging, salinity, case studies.

e) Energy resources: Growing energy needs, renewal and non- renewable energy sources, use of alternative energy sources. Case Studies.

f) Land resources: lands as a resource, land degradation man induce landslides, Soil erosion and desertification.

**Unit 2 Biodiversity and its conservation**

- Introduction- definition : Genetic, species and ecosystem diversity
- Bio-geographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.
- Biodiversity at global , National and local levels
- India as a mega- university nation
- Hot- spots of biodiversity



Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts

- Endangered and endemic species of India
- Conservation of biodiversity: In situ and Ex- Situ conservation biodiversity.

### **Environmental Pollution**

Definition

Causes, Effects and control measures of -

- a. Air pollution                      b. Water pollution                      c. Soil pollution
- d. Marine pollution                      e. Noise pollution                      f. Thermal pollution
- g. Nuclear hazards

### **Unit 3**

#### **Social Issues and the environment :**

- From unsustainable to sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems & concerns
- Environmental ethics : Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer deep waste land reclamation
- Consumerism and waste products
- Environmental protection Act.
- Prevention and control of pollution Act

Suggested Readings

**Uberoi, N.K.**, Environmental Management, Excel Books, New Delhi

**Pandey, G.N.**, Environmental Management, Vikas Publishing, New Delhi

## **bba102      English Comprehension**

**Unit 1**      Short history / background to the development of English language. The unit will concentrate on the development of English language of India.

Importance (Semantic and pragmatics) of correct, brief and simple language in comprehension,- Use of correct, brief and simple language- in writing titles slogans, texts, summaries etc. for business purposes.

**Unit 2**      English word and sequence formation. Word classes, sentence parts and word order in English.

**Unit 3**      Concept of Grammar, Some features of English grammar like Models, Articles and Concordance etc., Total features of English language, Some common English language expression of legion, phonology etc. Expanding role of English in national and international business

Suggested Readings      To be suggested by the instructor.

## **bba103      Principles of Business Management**

**Unit 1**      Introduction: Concept, nature, process, and significance of management; Development of management thought, Planning: Concept, process, and types. Decision making – concept and process; Management by Objectives.

**Unit 2**      Organizing: Concept, nature, process, and significance, Authority and responsibility relationships; Centralization and decentralization. Departmentation, Organization structure – forms

**Unit 3**      Managerial Control; Concept and process; Effective control system; Techniques of control-traditional and modern.

Suggested Readings      **Koontz "O" Donnell.** Management, International Student and Weihrich Edition, Kogakusha, Tokyo

**Newsman and Warren.** The process of Management concept, behaviour and practice, Prentice Hall of India, New Delhi

**Stoner,** Management, Prentice Hall of India, New Delhi

**Y. K. Bhushan,** Business Organisation and Management, Sultan Chand & Sons, New Delhi

## **Bba 104 Business Mathematics**

**Unit 1** Calculus (Problems and theorems involving trigonometrical ratios are not to be done), differentiation; partial derivatives up to second order; homogeneity of functions and Euler's theorem; Maxima and Minima; cases of one variable involving second or higher order derivatives; Integration as anti-derivative process; Standard forms; Methods of integration – by substitution, by parts and by use of partial fractions

**Unit 2** Matrices and Determinants: Definition of a matrix, Types of matrices; Properties of determinants; Adjoint of a matrix,

**Unit 3** Linear programming: formulation of LPP: Graphical method of solution;

Suggested Readings **Allen R G D**, Basic Mathematics; Macmillan, New Delhi  
**Dowling E T**, Mathematics for Economics; Schaum Series, McGraw Hill, London  
**Loomba Paul**, Linear Programming; Tata McGraw Hill, New Delhi  
**Vohra N D**, Quantitative Techniques in Management, Tata McGraw Hill, New Delhi  
**Soni R S**, Business Mathematics; Pitambar Publishing House  
**Holden**, Mathematics for Business and Economics; Macmillan India, New Delhi  
**Kapoor V K**, Business Mathematics; Sultan Chand & Sons, Delhi

## **bba105 Basics of Accounting**

**Unit 1** Meaning and Scope of Accounting; Need, development, and definition of accounting, Book-keeping and accounting, Objectives of accounting, Accounting Transactions, Journal ; ledger; Trial balance; Capital and Revenue

**Unit 2** Accounting concepts & Convention, Final accounts; Trading account; profits and loss account; Balance sheet; Adjustment entries

**Unit 3** Depreciation, Provisions, and Reserves, Depreciation accounting; Provisions and reserves, Sectional & Self balancing, Accounts of Non- Trading Institutions, International accounting standards (only outlines); Accounting standards in India

Suggested Readings To be suggested by the instructor.

## Semester II

### **bba201      Organisation Behaviour**

**Unit 1**            Understanding and Managing Individual behaviour - Personality, Perceptions, values, Attitudes, Motivation

**Unit 2**            Foundation of Group behaviour, Communication and group decision making, Leadership

**Unit 3**            Conflict Management, Organisation Design, Organisational culture and change.

Suggested        **Luthans, F**, Organizational Behaviour , New York, McGraw Hill,

Readings

**Robbins, S. P**, Organizational Behaviour, New Delhi, Prentice

Hall of India.

Chandan , J.S. Organisational Behaviour, Vikas Publication New Delhi.

### **bba202      Business Statistics I**

**Unit 1**            Introduction to Statistics: Definition, Functions of statistics, scope and importance of statistics limitations and distrust of statistics types of statistical methods, Data Collection and Analysis, Types of data, primary and secondary, Methods of data collection, classification of data, characteristics of a graph, Types of graph and their merits and demerits

**Unit 2**            Measures of Central Tendency: Meaning and definition, Types of average, Median, Mode, Arithmetic mean, Comparative Study of different Averages. Measures of Dispersion

**Unit 3**            Measures of Correlation and Regression: Meaning and definition of Correlation, Uses of Correlation, Types of correlation, problems of correlation. Meanings, definitions of regression difference between correlation and regression, Time Series Analysis, Interpolation and extrapolation

Suggested        **Elhance D.H.** Statistics Kitab Mahal

Readings

**S.P. Gupta.** Statistics, Sultan Chand & Sons

**Levin and Rubin.** Statistics for management, Prentice Hall of India Ltd., New Delhi

## **bba203      Computers for Management**

**Unit 1**      Computer System Concept: Basic computer organization, Computer Memory- Primary and secondary memory, memory organization, Secondary storage devices; Input and output devices,.

**Unit 2**      Computer software: application and system software, operating systems, computer languages, Basics of internet

**Unit 3**      Introduction to word processor: Toolbars and Menus, Editing Text-Selecting, Inserting, Deleting, Moving Text, Previewing documents, Printing documents, Formatting Documents: Paragraph formats, Aligning Text and Paragraph, Borders and Shading, Headers and Footers, Advanced Features of MS Word: Find and Replace, Checking the Grammar and Spelling, Using the Thesaurus, Using Auto Correct, Word Count, Hyphenating, Mail Merge, Mailing Labels Wizards and Templates, Creating tables.

Introduction to Worksheet: Toolbars and menus, creating worksheet, entering data into worksheet: text, dates, alphanumeric, values, saving & quitting worksheet, coping entries and moving between workbooks, working with formulas, Auto sum, Working with ranges-creating, editing and selecting ranges. Formatting of worksheet- Auto format, changing –alignment, character styles, column width, date format, borders and colors, currency sign, Previewing & printing worksheet, Graphs and charts-using wizards, various charts type, formatting grid lines & legends, previewing & printing charts, Functions- Date and Time, Maths, Statistical, Text and logical functions,

Basics of Power point, Preparation of power point presentations.

Suggested  
Readings

**PK Sinha-** Computer Fundamentals, BPB Publications, New Delhi

**Chien E, Chao-** Introduction to Microcomputer and its application

**Davies P.J. :** - Exploiting MS- DOS

**Burch, J. and Grudnitski G.** Information Systems: Theory and Practice, New York, John Wiley.

**David, V.** Foundations of Business Systems. Fort Worth, Dryden.

**Eliason, A. L.** On-line Business Computer Applications, Chicago, Science Research Associates.

**Estrada, S.** Connecting to the Internet. Sebastopol, C A, O'Reilly.

**ITL Education Solutions Ltd.,** Introduction to Computer Science, Pearson

Education

## **bba 204      Business Regulatory Framework**

**Unit 1**      Contract Act 1872: Meaning of contract, classification, Offer and acceptance, Capacity of parties to contract, Free consent, Consideration, Legality of object, Agreement declared void, performance of contract, Discharge of contract, Remedies for breach of contract.

**Unit 2**      Special Contracts: Indemnity, Guarantee, Bailment and pledge.  
Sale of Goods Act 1930: Formation of contracts of sale, Goods and their classification, price, conditions and warranties

**Unit 3**      Consumer Protection Act 1986: Salient features; Definition of consumer; Grievance redressal machinery- District, State and National, Negotiable Instrument Act 1881: Meaning, forms and its utility, Foreign Exchange Management Act 2000: Definitions and main provisions

Suggested Readings      To be suggested by the instructor.

## **bba205      Micro Economics**

**Unit 1**      The meaning, scope and methods of micro-economics, Basic problems of an economy, Demand and Supply, Marginal Analysis.

**Unit 2**      Production function Analysis, Factors of production, laws of production, Stages of production, Concepts of cost and revenue

**Unit 3**      Pricing Decision: Pricing and output decision under perfect and imperfect competition, oligopoly and monopoly

Suggested Readings      **Ahuja H. L.** Micro Economics, Himalaya Publishing House, New Delhi  
**Seth M. L.** Managerial Economics, Sultan Chand & Sons, New Delhi.