



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## B.B.A. COURSE CURRICULUM Scheme of Examination

### Semester – I

Sub. Code	Subject	Marks
B-101	English Languages.	50
B-102	Business Communication.	50
B-103	Economics	50
B-104	Accountancy	50
B-105	Introduction to Computer.	50
<b>Total Marks</b>		<b>250</b>

### Semester – II

B-106	Principal of Management	50
B-107	Business Statistics	50
B-108	Financial Accounting.	50
B-109	Business Law	50
B-110	Indian Culture & Business Ethics	50
<b>Total Marks</b>		<b>250</b>

### Distribution Marks :-

Semester - I - 250    Semester - II – 250    Semester - III - 250  
Semester - IV -250    Semester - V - 250    Semester - VI - 250

**Total Marks - 1500.**

### Scheme of Examination :-

Total Marks : (Internal 15, External 35) = 50 Marks for each paper.

### Pattern for external valuation :-

Sec. A :        (Objective) 5 out of 8        =        5×1 = 5  
Sec. B :        (Short answers) 3 out of 5        =        3×3 = 9  
Sec. C :        (Essay type & Case) 3 out of 5        =        3×7 = 21



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## B.B.A. First Semester English Language Paper Code : B-101

### Course Objectives :

The objectives of this course is to improve the competence of the student in basic language skills and to acquaint the students with the working of official English languages.

### Course content :-

#### Unit – I Language Content

##### (a) Structural Items :

- Simple, compound and complex sentences.
- Co-ordinate clauses (with, but, or, neither-nor, otherwise, else)
- Sub-ordinate clauses-noun clauses-as subjects, objects and complement.
- Relative clauses (restrictive and non restrictive clauses)
- Adverb clauses (open and hypothetical, conditional: with, because, though, where, so that, as long as, as soon.
- Comparative clauses (as + adjective/adverb + as no sooner .....that)

##### (b) Tense :

- Simple present, progressive and present perfect.
- Simple past, progressive and past perfect.
- Indication of futurity.

##### (c) The passive (Simple present and past, present and perfect and to infinitive structure)

##### (d) Reported speech :

- Declarative sentences
- Imperatives
- Interrogative-wh-questions, Yes/No questions.
- Exclamatory sentences.

##### (e) Module (will, shall, would, ought, to have to/have got to, can-could, may-might and need)

##### (f) Verb structures (infinitive and gerundial)

##### (g) Linking devices

**Note :-** The above language items will be introduced to express the following communicative functions :

- (a) Seeking and imparting information.
- (b) Expressing attitudes – Intellectual and emotional.
- (c) Persuasion and discussion etc.

#### Unit – II Reading Comprehension

Adequate practice should be provided in reading with understanding through graded materials prescribed in the text book. Attempt should also make to expand the learner's vocabulary.

#### Unit – III Writing skills :

Graded practice should be provided in the basis skills of composition. The following forms of composition should also made to expand the learner's vocabulary.

- (i) Paragraph writing (150 words)
- (ii) Letter writing (both formal and informal)

#### Unit – IV Speaking :



## SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

Contextualized vocabulary teaching and oral work should be used to strengthen the learners' acquisition of the sound distinctions, stress and intonation in English.

### **Scheme of Examination :-**

Total Marks : (Internal 15, External 35) = 50

### **Pattern for external valuation :-**

Sec. A :	(Objective) 5 out of 8	=	5×1 = 5
Sec. B :	(Short answers) 3 out of 5	=	3×3 = 9
Sec. C :	(Essay type & Case) 3 out of 5	=	3×7 = 21

### **Reference Books :**

1. The book published by M.P. Hindi Granth Academy is the prescribed book for this syllabus.
2. Wren & Martin : High School English Grammar & Composition.





# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## B.B.A. First Semester Economics Paper Code : B-103

### Course Objectives :

The objectives of this paper is to familiarize the students with the theoretical concepts in economics.

### Course content :-

- **Introduction to Economics** : definition curve, supply curve, market & firm's equilibriums, economics.
- Demand & Supply : demand curve, supply curve, market & firm's equilibrium, elasticity of demand.
- Utility Analysis : marginal utility analysis & indifference curve analysis of demand consumers surplus.
- Pricing : price equilibrium under different market conditions.
- Factors of production and their rewards : rent, interest, wages & profit, laws of production, least cost input combination.
- National Income : related concepts, its measurement & analysis.
- Public Finance : Fiscal policy, public revenue public expenditure, deficit financing, Central budget, taxation, value added tax.
- Planning : Economics growth & development, five year plans & their achievement, ninth five year plan.
- New Economic Policy : Liberalisation, globalisation & privatisation.

### Reference Books :-

1. M.L. Sharma : Economics (C.A. Foundation Course)
2. M.L. Seth : Principles of Economics.
3. Ahuja : Principles of Economics.
4. Dutta & Samuelson : Micro Economics.
5. K.K. Dewatt : Modern Economics Theory



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## B.B.A. First Semester ACCOUNTANCY Paper Code : B-104

### Course Objectives :

The objective of this course is to familiarise the students with basic concepts & methods in accounting as a practical subject in business Management.

### Course content :-

**Unit – I      Accounting :** meaning, scope & relationship with other functional areas, book keeping & accounting.

**Unit – II      Conceptual framework of Accounting:** accounting principles, accounting concepts, accounting conventions, systems of books keeping, double, entry system of books keeping.  
-      Journal, Ledger & Trial Balance

**Unit – III      Depreciation Accounting :** concept, causes methods of providing depreciation on different assets and depreciation policy.

**Unit – IV      Final Accounts :** manufacturing account, trading account, profit & loss account, balance sheet and adjustments.

**Unit – V      Bank Reconciliation Statement :** Objective, importance & Techniques.

### Reference Books :-

- |                           |   |   |
|---------------------------|---|---|
| 1. T.S. Grewal            | : | Double Entry Book Keeping/<br>Accounting Principles |
| 2. R.L. Gupta             | : | Advanced Accountancy                                |
| 3. Jain & Narang          | : | Elements of Accounting                              |
| 4. S.N. Maheshwari        | : | Fundamentals of Accounting.                         |
| 5. Shukla, Grewal & Gupta | : | Advanced Accounts.                                  |



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## B.B.A. First Semester INTRODUCTION OF COMPUTER Paper Code : B-105

### Course Objectives :

To help the student a future manager – user computer application skills in major application areas.

### Course Contents :-

- Unit – I Computer System Concepts and Characteristics, Basic components of Computer System.
- Unit – II Software – Type of Software – System Software Operating system – Over View and functions.
- Unit – III Application Software – Word Processing, Spread Sheet, Presentation Graphics and DTP.
- Unit – IV DBMS – Introduction , Purpose of DBMS, Views of Data, Data Models, Types of Data Base Languages.
- Unit – V Network – LAN, WAN, MAN, Components of LAN, Internet-Evolution, Protocols and Interface, E-mail, www, viruses Antivirus, Anti spywares, Fire Wall,

### Reference Books :-

1. Texali – PC Software.
2. P.K. Sinha – Fundamentals of Computer.
3. Loen – Fundamentals of Information Technology, Vikas pub.
4. V. Rajaraman – Fundamental of Computers, Prantice hall.
5. Saxena – First Course in Computers, Vikas Pub.
6. S. Jaiswal – Computer Today, Galgotia Publication.
7. Dhiraj Sharma-Foundations of IT, Excel Books.



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## B.B.A. Second Semester PRINCIPLES OF MANAGEMENT Paper Code : B-106

### Course Objectives :

To help the student to acquire the basic knowledge in concepts and theory of Principles of Management.

### Course Contents :-

**Unit – I** **Concept of Management:** Management thought and thinkers, Robert Owen, F.W. Taylor, Henry Fayol etc., Neo Classical theories, functions and Responsibilities of Management.

**Unit – II** **Planning :** Objective, Strategies and Policies.

**Unit – III** **Organizing :** The system and process of controlling, control techniques.

**Unit – IV** Directing , Leadership and Motivation.

**Unit – V** **Controlling :** The system and process of controlling, control techniques.

### Reference Books :-

1. Rovwer J.C. & Daniel : Management & Practice, John Wiley & Sons
2. Koontz d. & Welhrich : Management, International Student Edn. Tokyo 1980
3. R.D. Agrawal : Organization & Management McGraw Hill, New Delhi.
4. Newman & Warran : the process of Management : concepts, Behaviour and Prctice, P.H.I.
5. Diwan & Agrawal : Management, Principle and Practices, Excel Books.





## SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

### B.B.A. Second Semester BUSINESS STATISTICS Paper Code : B-107

#### Course Objectives :

The Objective of the course is to help the students in understanding the various statistical method, techniques in Business studies and Analysis/discussion.

#### Course content :-

- Unit – I** Meaning and definition of statistics, Statistical investigations; Distrust Laws of statistics, Scope of statistics, Lamination of statistics.
- Unit – II** Collection of data, Presentation of data, Frequency distribution, Primary and Secondary Data.
- Unit – III** Measures of Central Tendencies: Mean, Median, Mode, Geometric, Mean, Harmonic mean.
- Unit – IV** Dispersion – Quartile Deviation, mean Deviation and skewness
- Unit – V** Correlation Analysis; Karl Pearson's, spearmens Rank Correlation, Coefficient of Concurrent Deviation.

#### Reference Books :-

1. D.N. Elhance : Fundamental of Statistics, Kitab Mahal, Allahabad
2. S.P. Gupta : Business Statistics, Sultan Chand and Sons, New Delhi.
3. R.S. Bhardwaj : Business Statistics, Excel Books



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## B.B.A. Second Semester FINANCIAL ACCOUNTING Paper Code : B-108

### Course Objectives :

The objectives of this paper is to familiarize the students with the basic concepts and methods of financial accounting as a practical subject business management.

### Course content :-

- Unit – I** Analysis of Financial Statement – Ratio Analysis, Trend Analysis, Comparative Statement, Common Size statement.
- Unit – II** Fund Flow Statement, Cash Flow Statement, BEP Analysis
- Unit – III** Single Entry System, Hire Purchase Accounting.
- Unit – IV** Inventory Valuation – Methods, FIFO, LIFO, HIFO, Average Cost Method, Weighted Average Cost Method.
- Unit – V** Cost Accounting – Cost Sheet, Standard Cost – Basic concepts, Cost Reconciliation Statement.

### Reference Books :-

1. Financial Account : Dr. S.N. Maheshwari
2. Financial Accounting : R.L. Gupta
3. Advanced Accountancy : S.M. Shukla
4. Modern Accountancy : Mukherjee & Hanif



## SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

### **B.B.A. Second Semester BUSINESS LAWS Paper Code : B-109**

#### **Course Objectives :**

This course is to provide the basic knowledge of business laws useful in business operation.

1. Contract Act, Essentials of valid contract, Capacity to Contract, Minors contract, Free-consent, Performance of the contract.
2. Unlawful & Void Agreements, Discharge of contract, Remedies for breach of Contract.
3. Bailment, Pledge & Agency.
4. Law of Sale of Goods Act, Conditions & Warranties.
5. Rights of unpaid seller & suits for breach of sale of goods – contract.

#### **Reference Books :-**

1. N.D. Kapoor : Elements of Mercantile Law
2. R.C. Chawla : Mercantile Law
3. Ashwathapa : Principles of Business Laws
4. R.P. Maheshwari : Business Law



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## B.B.A. Second Semester INDIAN CULTURE & BUSINESS ETHICS Paper Code : B-110

### Course Objectives :

The objective of this course is to help students to gain an understanding of Business Ethic and their applications.

### Course content :-

- Unit – I** Indian Culture : Meaning and Elements of Culture, Characteristics of Indian Culture.
- Unit – II** Influence of Indian Culture on the World, External Influence on Indian culture, Indian Heritage in Production & Consumption.
- Unit – III** Nature of Business Ethics : Definition, Approaches and Evolution of Business Ethics, Indian Culture and ancient Indian Ethos, Misconceptions/Myths about business ethics.
- Unit – IV** Business and Society : Relationship of Buisness with society (Stake Holder Theory, Social Contract Theory) and problems.
- Unit – V** Leadership Business : Leadership Behaviour, Charisma Mentoring as a Leadership Process and leadership Transformation.

### Reference Books :-

1. Rogene A. Buchloz and Sandra B.Rasenthal, Business Ethics, New Delhi, PHI Pvt. Ltd. 1998. .
2. K. Chakraborty, Ethics, New Delhi, Oxford University Press, 1997.
3. S.K. Bhatia Business Ethics & Managerial Values.
4. Rituparna Raj, A study in Business Ethics, Himalaya Publishing House.
5. N.M. Khandelwal, Ethics & Values for Mangers, Himalaya Publishing House.
6. A.N. Tripathi, Human Values, New Age International.