

VIDHYADEEP UNIVERSITY

BBA DEPARTMENT

Syllabus

Semester I

Course Category	Code	Subject Name	Credit Hours		Credit	External Marks	Internal Marks	Total
			Theory	Practical				
Foundation	1131101	Business Communication	3	0	3	60	40	100
	1131102	Environmental Science	3	0	3	60	40	100
Core	1132103	Principles of Management	4	0	4	60	40	100
Core	1132104	Essentials of Economics	4	0	4	60	40	100
DSE	1133105	Business through IT	3	1	4	60	40	100
Core with Ancillary	1134106	Financial & Cost Accounting	4	0	4	60	40	100
AEC		NSS/SPORTS/NCC/IPDC/G.K.			2			
						360	240	600

- DSE – Discipline Specific Elective
- AEC – Ability Enhancement Course
- NSS – National Service Schemes
- NCC – National Cadet Cops
- IPDC – Integrated Personality Development Course

Code : 1131101

Subject : Business Communication

Credit : 3

Marks : 100

Teaching Pedagogy: Lectures, Presentation, Writing practices, Role plays, Group discussion, Group activity, Assignments, Brainstorming

Unit 1	Communication Definition, Concept, Process, Scope, Types, 7C's of communication, Advantages, Barriers of communication, Overcoming barriers, Phonetics & application	25%
Unit 2	Office Communication Business Letters, Types of letters, Managing Meetings and minutes, Communication on social media, Writing views and opinions as a managers	25%
Unit 3	Executive Communication Resume & CV writing, Recruitment related correspondence	25%
Unit 4	Public Speaking & Collaboration with team Introduction, benefit of public speaking, Audience attachment, Introduction to team communication, Group communication network, tools for communicating with groups	25%

Suggested Readings:

1. Rajendra Pal and J.S Korlahalli. Essentials of Business Communication. Sultan Chand & Sons, 2004.
2. Asha Kaul. Effective Business Communication. New Delhi: Prentice – Hall of India, 2001.
3. Business Communication: Lesikar, TATA McGraw Hill Publications.
4. Business Communication skills for empowering the Internet Generation. Lesikar, TATA McGraw Hill Publications.
5. R. Intermediate English Grammar. New Delhi: Cambridge University: Murphy: Indian Reprint
6. Professional Communication: Aruna Koneru, McGraw Hill
7. Business Communication Strategies: Mathukatty Moniapally, TATA McGraw Hill

Code : 1131102**Subject : Environmental Science****Credit : 3****Marks : 100****Teaching Pedagogy:** Lectures, Presentation, Field Work, Group discussion, Assignments, Brainstorming

Unit 1	Multidisciplinary Nature of Environmental Studies Definition, scope and importance, Need for public awareness - Institutions in Environment, People in Environment	10%
Unit 2	Natural Resources: Renewable and non-renewable resources Natural resources and associated problems, Non-renewable Resources, Renewable Resources - A) Forest resources B) Water resources, C) Mineral resources, D) Food resources, E) Energy resources F) Land resources, Role of an individual in conservation of natural resources	20%
Unit 3	Ecosystems Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem–1.The water cycle, 2.The Carbon cycle, 3.The Oxygen cycle, 4, The Nitrogen cycle, 5.The energy cycle, 6.Integration of cycles in nature, Ecological succession, Food chains	25%
Unit 4	Environmental Pollution Definition, Causes, effects and control measures of - Air pollution, Water pollution, Soilpollution,Marinepollution,Noisepollution,Thermalpollution,Nuclear hazards, Solid waste Management: Causes, effects and control measures of urban and Industrial wastes. Role of an individual in prevention of pollution, Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.	25%
Unit 5	Social Issues and the Environment From Unsustainable to Sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, water shed management, Environmental ethics: Issues and possible solutions, Consumerism and waste Products, Environment Protection Act, Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.	20%

Suggested Readings: Textbook of Environmental Studies for Undergraduate Courses by Erach Bharucha (Universities Press)

Reference:

1. D.K.Asthana, Meera Asthana, Environmental Studies, S Chand & Company, New Delhi.
2. Agarwal KC, 2001. Environmental Biology, Nidi Publishers Ltd. Bikaner.
3. Bharucha Erach,2003.The Biodiversity of India, Map in Publishing Pvt. Ltd, Ahmedabad380013, India. Email:mapin@icenet.net
4. Brunner RC, 1989, Hazardous Waste Incineration, McGraw Hill Inc.480pgs.
5. Clark RS, Marine Pollution, Clanderson Press, Oxofrd(TB).
6. Cunningham WP, CooperTH, Gorhani E&HepworthMT,2001.Environmental Encyclopaedia, Jaico Publishing House, Mumbai,1196pgs.
7. De AK, Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Center for Science and Environment(R)
9. GleickHP,1993.Waterin Crisis,Pacific Institute for Studies in Development, Environment and Security. Stockholm Environmental Institute, Oxford University Press,473pgs.
10. HawkinsRE, Encyclopaedia of Indian Natural History, Bombay Natural History Society, Bombay(R)
11. HeywoodVH, and WatsonRT,1995.GlobalBiodiversityAssessment.Cambridge University Press1140pgs
12. Jadhav Hand BhosaleVM,1995.Environmental Protection and Laws. Himalaya Publishing House, Delhi284pgs.
13. Mckinney ML and Schoch RM,1996.Environmental Science Systems and Solutions. Web enhanced edition,639pgs.
14. Mhaskar AK, Matter Hazardous, Techno-Science Publications(TB)
15. Miller TG, Jr. Environmental Science, Wadsworth Publishing CO.(TB)
16. Odum EP, 1971. Fundamentals of Ecology. WB Saunders Co.USA, 574pgs.
17. RaoMNandDattaAK,1987.WasteWater Treatment. Oxfordand IBH Publishing Co. Pvt. Ltd.345pgs

Code : 1132103

Subject : Principles of Management

Credit : 4

Marks : 100

Teaching Pedagogy: Lectures, Presentation, Writing practices, Role plays, Group discussion, Group activity, Assignments, Brainstorming, Case studies

Unit 1	Introduction To Management Concept, Meaning, definition, characteristics, Scope of Management, Role of Managers, Management – Science or art, Code of Conduct, Functions, Principles of Management, Management Approach : Empirical, Fredrick Taylor’s Scientific Management, Henry Fayol’s Administrative Management, Social System Approach, Decision Theory Approach, System’s Approach, Contingency Approach	30%
Unit 2	Planning Concept & meaning, definition, characteristics, process, Types of planning, (corporate, functional, strategic, tactical, long term, short term, proactive, reactive, formal& informal) premises, significance, limitations Decision Making: concept, definition, process, individual vs group decision making	15%
Unit 3	Organising Concept, Definition, process, principles of Organising, Organisational Structure(line, line& staff, matrix, committee) & features, merits and demerits, departmentation & its various bases, centralisation and decentralisation (benefit and limitation) formal vs informal organisations, delegation of authority: – meaning, concept, definition process , principles, blocks, o effective delegation. types, limitations & Advantages, delegation of authority.	20%
Unit 4	Staffing Definition, features, difference between recruitment & selection, sources of recruitment	15%
Unit 5	Co-ordination & Control Co-ordination: meaning, definition, type, need , techniques. Control: meaning, definitions, process reasons for resistance to control.	20%

Suggested Readings:

1. Principles of Management; L.M.Prasad; Sultan Chand and Sons, Latest Edition.
2. Management: VSP Rao, Excel Publications.
3. Management - Concept, Practice and Cases; Karminder Ghuman and K. Aswathapa; Tata McGraw Hill; Latest Edition.
4. Principles of Business Management; Gupta, Sharma and Bhalla; Kalyani Publications; Latest Edition.
5. Management: Harold Koontz, Tata McGraw Hill.
6. Management: Robbins & Coulter, Prentice Hall.

Code : 1132104

Subject : Essentials of Economics

Credit : 4

Marks : 100

Teaching Pedagogy: Lectures, Presentation, Dictation, Group discussion, Group activity, Assignments, Brainstorming, field work

Unit 1	Introduction to Economics Concept, meaning, definition, importance, types, advantages & limitations, Scope, Approaches	20%
Unit 2	Supply and Demand Analysis Demand – meaning, individual & market demand, law of demand, demand curve, determinants, types, elasticity of demand, demand forecasting & methods Supply – Meaning, definition, determinants, law of supply, elasticity of supply, causes of change in supply	30%
Unit 3	Cost of revenue Analysis Cost Analysis- Concept, Types of cost, Behaviour of short run average cost curve, U-shaped cost curve Revenue Analysis – Total revenue, Average revenue, Marginal revenue, Revenue curve	20%
Unit 4	National Income Meaning, Definition, Concept of GNP, GDP, NNP, PI, DI, Methods and measure of NI, Circular flow of economic model	15%
Unit 5	Money Supply Definition, Functions, components, determinants, importance, demand for money	15%

Suggested Readings:

1. Modern Micro economics: Theory & Application- H.L.Ahuja, Publisher Sultan Chand.
2. Advanced Micro economics Theory- M.J.Kennedy , Himalaya Publishing House.
3. Principles of Economics-Prem Bhutani ,Taxmann Allied Services (P)Ltd.
4. Economics-Paul Samuelson William Nordhaus , Tata MacGraw-Hill.
5. Introduction to Positive Economics-Richard Lipsey , Oxford University press.
6. Principles of Economics - D. M. Mithani, Himalaya Publishing House.
7. Introduction to Economics - Stephan Dobson, MAC MILLAN.

8. Managerial Economics-Analysis, Problems and Cases -P.L.Mehta Sultan Chand & sons.
9. Essentials of Managerial Economics- P.N. Reddy, Himalaya Publishing House.
10. Business Economics - H. L. Ahuja, Sultan Chand.
11. Indian Economy - S. K. Misra, V. K. Puri, Himalaya Publishing House.
12. Economics, the ICFAI University.
13. Principles of Economics - M. L. Seth.
14. Principles of Economics - N. Gregory MANKIW, Thomson South Western.

Code : 1133105

Subject : Business through IT

Credit : 4

Marks : 100

Teaching Pedagogy: Lectures, Presentation, Practical, writing practices, Assignments, Multimedia

Unit 1	Introduction to Computer & Operating Systems Computers Introduction, Characteristics, History, Generations, Types, Computer Architecture, Devices, Advantages of Using Computers, Application Operating Systems Introduction, Types of user interfaces, Functions of OS, Types of OS, Examples of OS, Booting Process, Introduction of Android	15%
Unit 2	Application of Office Word Processor, Spreadsheet Package, Presentation Package	35%
Unit 3	Networking and Internet Networking Concepts, Components, Types, Topologies, Transmission technologies, LAN-MAN-WAN Internet Introduction, History, Internet, Intranet and Extranet, Client server architecture, address mechanism, Various Internet services	15%
Unit 4	Fundamentals of e-Commerce Concept & Meaning of e-commerce, History, Scope & Goals, Feature, Needs & functions, Significance, Advantages & Disadvantages, Essentials of e-Commerce, e-Commerce v/s Traditional Commerce, Technologies used in e-Commerce	20%
Unit 5	Payments Instruments E-Payment Systems, Modes of Payments: Credit Cards, Debit Cards & Smart Cards, Wallet, QR Code	10%

Suggested Readings:

1. Computer Application In Management By Riternder Goel .
2. PC Software for windows Made Simple By R.K.Taxali.
3. Computer Application in Management By A.K.Saini.
4. Fundamental of Computer By P.Mohan .
5. Information Technology By Sushila Madan.
6. Computer Fundamentals By Ashok Arora & Sefali Bansal.
7. Computer Fundamentals By Arora Ashok and Bansal Shefali (ExcelBooks).
8. Computer Networks, Andrew s.Tanenbaum.
9. ABC of Internet, Dyson-BPB.
10. How Internet Works, Gralla-Tech Media.
11. Internet Marketing E-commerce and Cyber Loss, Asit Narayan & L.K. Thakur-Author Press.
12. E_commerce (Concepts, Models, Strategies) ,By C.S.V.Murthy, Himalaya Publishing House.

Code : 1134106

Subject : Financial & Cost Accounting

Credit : 4

Marks : 100

Teaching Techniques: Lectures, Presentation, Writing practices, Group activity, Assignments, Case study

Unit 1	Introduction to Financial Accounting Concept, meaning, definition, Nature, Process of Accounting, Advantages & Limitations of accounting, Types of accounts, GAAP, Accounting assumptions, AS, Rules for Debit and Credit	20%
Unit 2	Book Keeping Preparation of Journals, Ledgers, Subsidiary Books, Trial Balance	30%
Unit 3	Final Accounts and Companies Accounts Trading Account, Profit & Loss Account, Balance sheet (With all Adjustments), Final Accounts as per companies Act, 2013 (Format)	20%
Unit 4	Introduction of Cost Accounting Conceptual and meaning of Cost Accounting (CA), advantages and limitations of CA, difference between cost accounting with financial accounting, scope of management accounting, role of management accounting.	10%
Unit 5	Elements of Cost Accounting Preparation of Cost Sheet (Numeric), Stock Register (FIFO, LIFO, WAM) (Numeric).	20%

Suggested Readings:

1. T. S. Grewal, Introduction of Accounting, Sultan Chand & Co.
2. Rupam Gupta, Principles of Accounting, Sultan Chang & Co.
3. Hanif and Mukharjee, Modern Accounting, Tata McGrew Hill
4. S.N.Maheshwari, Introduction to Accountancy, Vikas Publishing House Pvt .Ltd.
5. A. K. Nandhni, Accounting with Tutorial, BPB Publication, Delhi
6. How to use Tall? Sanjiv Garg Mashbra, Ind. Pvt. Ltd., B. M. Agrawal (Publication division), Delhi.