

VIDHYADEEP UNIVERSITY

BBA DEPARTMENT

Syllabus

Semester II

Course Category	Code	Subject Name	Credit Hours		Credit	External Marks	Internal Marks	Total
			Theory	Practical				
Foundation	1131201	Self-Reformation Design	3	0	3	60	40	100
	1131202	Business Environment	3	0	3	60	40	100
Core	1132203	Managerial Economics	4	0	4	60	40	100
Core	1132204	Organisational Behaviour	4	0	4	60	40	100
DSE/ Core	1133205	Management Accounting	4	0	4	60	40	100
Core with Ancillary	1134206	Entrepreneurs MSME	4	0	4	60	40	100
AEC		NSS/SPORTS/NCC/IPDC/G.K.		0	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 : 1131201

Subject : Self-Reformation Design

Credit : 3

Marks : 100

Teaching Techniques: Lectures, Presentation, Role plays, Group discussion, Group activity, Assignments, Case study

Unit 1	Introduction to Personality Development Concept, Importance, Theories of personality and self-development, Gestures, Leadership skills, personal hygiene & grooming, Developing Positive attitude & self confidence	25%
Unit 2	Self-Awareness Meaning & concept of self, components of self-awareness, Scope, Appropriate social interactions, personal and community safety issues, The concept of success and failure and overcoming of failure	25%
Unit 3	Self Management Stress Management Meaning of stress, concept, factor causing stress, types of stress, effects of stress, Stress removal techniques Time Management Objectives and significance of time management, Steps of Effective time management, Time wasters and ways to overcome, Procrastination and ways to overcome	25%
Unit 4	Soft skills Telephonic skills, Interviewing skills, negotiation skills, meeting etiquettes, dinning etiquettes, listening skills, team-work, assertiveness skills, emotional intelligence skills, dressing etiquettes, presentation skills, public speaking	25%

Suggested Readings:

1. Shaffer, D. Social and Personality Development, Belmont, CA, wadsworth/Thomas Learning
2. UNESCO, Life skills in Non-formal Education, UNESCO & INC New Delhi.
3. Rajendra Pal and J.S. Korlahalli, essentials of Business Communication. S. C hand & sons, 2004.

Code : 1131202

Subject : Business Environment

Credit : 3

Marks : 100

Teaching Techniques: Lectures, Presentation, Writing practices, Group discussion, Group activity, Assignments,

Unit 1	Introduction Concepts and Importance of Business Environment, Environmental Analysis- Definition, Uses and Limitation, Process of Environmental Analysis, Types of Environment: Internal Environment, External Environment	15%
Unit 2	Economic Environment Nature & structure of Economic Environment, Economic Systems, Economic policies, Privatization, Monetary Policy, Fiscal Policy, Constituents Financial Market	10%
Unit 3	Technological Environment Meaning and Features, Impact of Technology on Society, Economy, Organization, Management of Technology, Transfer of Technology	15%
Unit 4	Legal and Political Environment Three political Institutions-Judiciary, Legislation, Executive, Price and distribution Control: Objectives, Different types of price Controls, Public Distribution System, Competition Policy and law: Nature and Scope, Government policies and distortions to competitions, interface of FDI and competition law, Pre requisites for a competition policy, contours of competition law, Competition Act, 2002.	30%
Unit 5	Social Environment Concept and significance of Socio-cultural Environment, Social responsibility concept and stake holder approach, For Social Responsibilities models- Ackerman's Model, Carroll's Four Part model, Arguments for and against social responsibility, Limits of Social Responsibility, Business Ethics, Consumerism, Consumer Protection Act: 1986	30%

Suggested Readings:

1. Business Environment: Text and Cases Francis Cherunilam Himalaya Publishing House
2. Essentials of Business Environment - K Ashwathapa Himalaya Publishing House
3. Business Environment- Shaikh Saleem, Pearson Education
4. Business Environment- Vivek Mittal, Excel Books.

Code : 1132203

Subject : Managerial Economics

Credit : 4

Marks : 100

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

Unit 1	Introduction to Managerial Economics Introduction – What Managerial Economics is about Definitions of Managerial Economics, Nature & Scope of Managerial Economics Chief Characteristics of Managerial Economics, Significance of Managerial Economics Fundamental concepts in Managerial Economics (Opportunity Cost, Discounting And Equip-Marginal) Role & Responsibilities of a Managerial Economist in Business	20%
Unit 2	Market Structure Analysis–1 Perfectly Competitive Market Price Determination under Perfect Competition Features of a Perfectly competitive market, Demand curve facing the Firm & Industry under Perfect competition Equilibrium of the Firm & Industry under Perfect competition in Short-run & Long run Monopoly Price Determination under Monopoly Features & causes of Monopoly Nature of Demand curve & Marginal revenue curve under Monopoly Price & output under Monopoly in Short-run & Long-run Price Discrimination Meaning of Price discrimination Forms of Price discrimination Degrees of Price discrimination Conditions under which Price discrimination is possible & profitable	20%
Unit 3	Market Structure Analysis–2 Price Determination under Monopolistic Competition Features of Monopolistic competition Nature of Demand curve (AR) & Marginal Revenue(MR)curves Concept of Group Equilibrium Price & Output determination in short-run & Long Run under Monopolistic Competition Selling cost	20%

	<p>Meaning, Difference between Selling Costs & Production Costs, Effects of Selling Costs on Demand Curve</p> <p>Oligopoly</p> <p>Features, Kinked Demand Curve, Price Leadership (Types, Characteristics, Advantages)</p>	
Unit 4	<p>Production Analysis</p> <p>Production Function</p> <p>Meaning & classification of Factors of Production Meaning & significance of Production Function in Business Linear Homogeneous Production function Short-run & Long-run Production function Cobb-Douglas Production function</p> <p>Theory of Production</p> <p>Concept of Total Product, Average Product and Marginal Product Law of Variable Proportions Economies & Diseconomies of scale Returns to Scale</p> <p>Production Function with Two Variable Inputs</p> <p>Meaning & General Properties of Iso –Quants Marginal Rate of Technical Substitution(MRTS)</p> <p>Optimum Factor Combination</p> <p>Concept of Iso- Cost Lines Least Cost Combination of Factors (Choice of Inputs) The Economic Region of Production (Ridg Lines) Expansion Path</p>	20%
Unit 5	<p>Inflation</p> <p>Meaning of inflation Causes of inflation Types of inflation (Demand pull and Cost push inflation) Stagflation – concept of inflationary gap by Keynes - effects of inflation Anti Inflationary Measures Philips curve Analysis and concept of Natural rate of unemployment Deflation: Causes, Remedies and Solution</p>	20%

Suggested Readings:

1. Managerial Economics - Analysis, Problems and Cases - P. L. Mehta, Sultan Chand.
2. Managerial Economics in a Global Economy - Dominick Salvatore, Thomson South Western.

3. Managerial Economics: Application, Strategy & Tactics - Moyers, Harris.
4. Managerial Economics - D M Mithani, Himalaya Publishing House.
5. Essentials of Managerial Economics - P. N. Reddy, Himalaya Publishing House.
6. Managerial Economics - G S Gupta, TataMc Graw-Hill.
7. Modern Microeconomics: Theory & Application - H L Ahuja, Sultan Chand.
8. Advanced Economic Theory: Microeconomic Analysis - H L Ahuja, Sultan Chand.
9. Principles of Microeconomics-H L Ahuja, Sultan Chand.
10. Business Economics - H. L. Ahuja, Sultan Chand.
11. Advanced Microeconomic Theory - M J Kennedy, Himalaya Publishing House.
12. Economics - Paul Samuelson, William Nordhaus, TataMcGraw-Hill

Code : 1132204

Subject : Organisational Behaviour

Credit : 4

Marks : 100

Teaching Techniques: Lectures, Presentation, Role plays, Group discussion, Group activity, Assignments, Brainstorming

Unit 1	Introduction to OB Definition, Concept, Contributing Disciplines, significance ,personality	15%
Unit 2	Perception & Attitude Meaning and definitions, Perceptual process, Factors affecting perception, Concept and meaning of Attitude, Definitions, Factors affecting formation of Attitudes, Types of Attitudes, Characteristics of Attitude, Attitude and Behaviour,	20%
Unit 3	Motivation Meaning & definition, process of motivation, Theory of motivation-need hierarchy theory, X&Y theory, two factors theory, Aderfer's ERG Theory, mc'Clelland's learned theory, expectancy theory, Adams equity theory.	20%
Unit 4	Leadership Concept, importance, style of leadership, leadership theories	20%
Unit 5	Group Dynamics and Team development Group Dynamics: Definition, meaning, types, process, transaction analysis Team development: Importance, organization conflict, process of development of conflict, level of conflict, conflict resolution	25%

Suggested Readings:

1. Organisational Behavior by K.Aswhathappa.
2. Organisational Behaviourby L. M.Prasad .
3. Organisational Behaviour by Stephen Robbins.
4. Organisational Behaviour by Fred Luthans.
5. Organisational Behaviour by Subba Rao

Code : 1133205

Subject : Management Accounting

Credit : 4

Marks : 100

Teaching Techniques: Lectures, Presentation, Writing practices, Assignments, Brainstorming, case study

Unit 1	Introduction of Management Accounting Conceptual and meaning of Management Accounting (MA), advantages and limitations of MA, difference between management accounting with financial and cost accounting, scope of management accounting, role of management accounting.	20%
Unit 2	Financial Statement Analysis : Concept, Introduction, Techniques : Comparative Financial Statement analysis, Common Size Statement Analysis and Trend percentage Analysis, Ratio Analysis(Concept)	25%
Unit 3	Ratio analysis: Advantages and limitation of ratio analysis, Liquidity and solvency ratio: current ratio, liquid ratio, acid test ratio, proprietary ratio, debt-equity ratio, capital gearing ratio, fixed assets to proprietary ratio, long term funds to fixed assets ratio, Profitability ratio: gross profit ratio, net profit ratio, return on capital employed ratio, return on shareholder's fund, Efficiency ratio: stock turnover ratio, debtors ratio, creditors ratio, operating ratio	20%
Unit 4	Fund Flow Analysis and Budget and Budgetary Control Fund Flow Analysis: Preparation of statement showing changes in working capital, preparation of fund flow statement (Including additional information), and adjusted profit and loss account Budget and Budgetary Control: Meaning, significance and limitations of budgetary control, cash budget, flexible budget and zero based budgeting,	25%

Unit 5	Cost –Volume-Profit Analysis Meaning and Significance of marginal costing, break even analysis (example including one key factor), differential cost, relative cost	10%
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Suggested Readings:

1. M. N. Arora, Cost and Management Accounting, Himalaya Publication House.
2. Ravi M. Kishore, Cost and Management Accounting, Taxmann Publication.
3. R. S. N. Pillai, Management Accounting, Sultan & Chand.
4. N. Vinayakan and G. B. Gupta, Management Accounting.
5. S. N. MaheshwarGrewal, Cost and Management Accounting.
6. Khan and Jain, Management Accounting.

Code : 1134206

Subject : Entrepreneurs MSME

Credit : 4

Marks : 100

Teaching Techniques: Lectures, Presentation, Practical, Role plays, Group discussion, Group activity, Assignments, Case Study

Unit 1	Introduction to MSMEs Concept and definition of Micro, small and Medium enterprise, Evolution of MSME, Registration Process of MSMEs, Objectives and characteristics of MSME, Scope and trends of small enterprises in India, Small Business - The Driving force for National Growth, Types of Enterprises	20%
Unit 2	Challenges and Opportunities of MSMEs Role and significance of MSMEs in economic development, Advantages, Challenges and Opportunities of MSMEs, Role of Government in promoting MSME in India, Policies for MSMEs	20%
Unit 3	Managing Intellectual Property Introduction and types of Intellectual property, Patents Introduction, Expiry of patent and patent extensions, Trademarks-Introduction, Duration of registration, infringement and passing off, registered designs, Copyright-Introduction, remedy, Counterfeit goods and IP.	20%
Unit 4	Entrepreneurial Management Definition, Functions & qualities of entrepreneur, Difference between entrepreneur and manager, Types of entrepreneurs, Development of entrepreneurship(Entrepreneurship development program),CED, EDII The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea Generation, identifying opportunities and, Evaluation; Building the Team / Leadership, Strategic planning for business – Concept and Steps, Corporate Entrepreneurship – Concept and meaning	20%
Unit 5	Social Entrepreneurship Characteristics and Role of Social Entrepreneurs, Innovation and Entrepreneurship in a Social Context, Start-Up and Early-Stage Venture, Issues in creating and Sustaining a Non-profits Organization, Financing and Risks	20%

Suggested Readings:

1. Narayana R., (2011), Entrepreneurship, Third Edition, Cengage Learning India Pvt. Ltd, New Delhi.
2. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.

3. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA:Elsevier.
4. Paul T., (2010), Innovation Management and New Product Development, Fourth Edition, Pearson India Education Services Pvt. Ltd.
5. Vasant Desai, The Dynamics of Entrepreneurial Development and Management Entrepreneur, Planning for Future Sustainable Growth, Himalaya Publishing House
6. A Sahay, V Sharma, Entrepreneurship and New Venture Creation, Excel Books
7. Managing Innovation by Joe Tidd & John Bessant, Wiley Publication
8. Innovation & Entrepreneurship by Peter Drucker
9. Gersick, K.E., Davis, J.A., Hampton, M.M., & Lansberg, I. (1997) Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.
10. Hisrich, R., & Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGrawHill.
11. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
12. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.