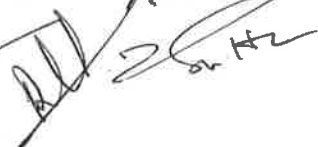


SEMESTER 2

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BBA 201 : BUSINESS ORGANIZATION & ENVIRONMENT

Section I

- **Principles of Modern Industry:** Division of Labour, Standardization, Scientific Management, Rationalization, Integration, Combination – Horizontal and Vertical, Factors leading to combination, Forms of Business Combination – Trusts, Cartels, Syndicates, Holding Companies.
- **Forms of Business Organizations and Ownership:** Sole Proprietorships, Partnerships, Joint Stock Companies, Managing Agency System, Public and Pvt. Cos. Public Management and its various functions.

Section II

- **Economic environment:** Economic systems, economic planning in India, objectives, strategies and evaluation of current five year plan. Industrial policy and industrial licensing. New economic policies.
- **Political Environment:** Three political institutions- Legislature, Executive and Judiciary. Fundamental rights and Directive Principles of state policy. Rationale and extent of state intervention.
- **Social environment:** social responsibility of business, consumer movement & Consumer Protection Act 1986, The Environment Protection Act 1986.
- **Technological environment:** Impact of technology on business. Technological policy, import of technology, appropriate technology, problems in technology transfer.
- **Structure of Public Enterprises in India:** Public and Joint Sectors, Management of Industries

Text Books

1. Robert; Lawrence, (2009) Modern Business Organization, McMillan India.
2. Tulsian, P. C., (2009) Business Organisation & Management, 2nd edition, Pearson Education.

Reference Books

1. Basu, C. R. (2008) Business Organization and Management, McGraw Hill Education.
2. Basu, C, (2010) Business Organisation and Management, 1st Edition, McGraw Hill Education.
3. Gupta, C.B., (2010) Modern Business Organization and Management, Dhanpat Rai & Sons.
4. Agarwal, N. P., Tailor, R. K., (2008) Business Organisation And Management, Dhanpat Rai & Sons.

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BBA 202 : FINANCIAL MANAGEMENT – 1 [FINANCIAL ACCOUNTING]

BASIC ACCOUNTING

Section I

- Accounting – Introduction, importance and scope, concepts & conventions – Introduction generally accepted accounting principles, Double Entry Framework: The accounting equation, Accounting cycle – Journals, Ledgers, Purchase Book, Sales Book, Cash Book, Petty Cash Book, Trial Balance.

Section II

- Preparation of financial statements – Profit and loss account and Balance Sheet with necessary adjustments.
- Analysis and interpretation of Financial Statement – meaning and significance.

Section III

- Tools of Financial Analysis – Ratio Analysis, Trend Analysis, Common size and Comparative Financial Statement.
- Fund Flow Statement and Cash Flow Statement
- Marginal Costing, Break-Even Analysis, Applications of Marginal Costing.

COST ACCOUNTING

Section IV

- Concept & classification: Material, labour, overhead, fixed & variable, direct & indirect, product & period costs.
- Cost volume profit analysis: Contribution, PV ratios, Break even analysis

Section V

- Conditions of boom & depression, margin of safety.
- Relevant costs & decision making: Pricing product profitability, make or buy decision.

Section VI

- Standard costing and variance analysis: Material labour & overhead, reconciliation between budgeted profit and actual profit, preparation of cost-sheet.

Text Books:

1. Tulsian, P.C., (2009) Financial Accountancy, 2nd edition, Pearson Education.
2. Maheshwari, S.N. and Maheshwari, S. K., (2009) An Introduction to Accountancy, Eighth Edition, Vikas Publishing House.

Reference Books:

1. Bhattacharyya, Asish K., (2010) Essentials of Financial Accounting, Prentice Hall of India.
2. Rajasekran, (2010), Financial Accounting, 1st edition, Pearson Education.
3. Bhattacharyya, S.K. and Dearden, J., (2003) Accounting for Manager – Text and Cases, 3rd Edition, Vikas Publishing House.
4. Glautier, M.W.E. and Underdown, B. (2010). Accounting Theory and Practice, Pearson Education.



BBA 203 : HUMAN RESOURCE MANAGEMENT – 1 [ORGANIZATIONAL BEHAVIOR]

Section I

- **Organizational Behaviour** - What managers do, definition of OB, field of OB, contributing discipline to OB, models of OB, challenges and opportunities for OB.
- **Foundations of Individual behaviour** – meaning, biographical characteristics, ability, and learning
- Values, Attitudes and Job satisfaction
- Personality, Emotion and Emotional Intelligence
- **Perception** –Process & principles, Nature & importance, sensation vs perception, Perceptual selectivity, organization, errors and social perception

Section II

- **Motivation** - Concept, Theories of Maslow, Herzberg, McClelland, Porter & Lawler Model, Application of Motivation concept.
- **Foundations of Group Behaviour** – types, theories, Group formation, development and structure, group processes, group decision- making techniques, work teams.
- **Interpersonal Skill** - Transactional analysis, Life Positions, Johari Window, games and strokes, body language
- **Leadership**: Concept, theories, models, Styles and their application.
- **Communication process**- Types, processes and reaction patterns

Section III

- Power and politics in organization
- Conflict Management, Stress Management
- Organizational Culture

Text Books:

1. Robbins, S.P. and Sanghi, S., (2009), Organizational Behaviour; 13th edition, Pearson Education.
2. Singh, Kavita, (2010), Organizational Behaviour: Text and Cases, 1st edition, Pearson Education.

Reference Books:

1. Luthans, Fred, (2008), Organizational Behavior, 11th Edition, McGraw Hill Education.
2. Mirza, S., (2003), Organizational Behavior, 1st Edition, McGraw Hill Education.
3. Mcshane, Steven, Von, Glinow and Sharma, Radha, (2008), Organisational Behaviour, 4th Edition, McGraw Hill Education.
4. Kinicki, Angelo and Kreitner, Robert, ((2005)), Organisational Behaviour, 2nd Edition, McGraw Hill Education.

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BBA 204 : BUSINESS MATHEMATICS & STATISTICS – 1
[MATHEMATICAL ECONOMICS]

Section I

- Set theory, linear and quadratic equation. Permutations and combinations.

Section II

- Binomial theory, arithmetic and geometric progressions, functions, limitations and continuity, differential calculus, maxima and minima; (excluding trigonometric functions).

Section III

- Integral calculus – Integration by parts, by substitution, by partial fractions and its applications to business (excluding trigonometric functions).
- Matrix: Algebra of Matrices, simultaneous equations, gauss limitation methods and their application to business.

Text Books:

1. Vohra, N.D., (2009) Quantitative Techniques in Management, 4th edition, McGraw Hill Education.
2. Vishwanathan, P.K., (2008) Business Statistics and Applied Orientation, 1st edition, Pearson Education.

Reference Books

1. Rajagopalan, S. and Sattanathan, R., (2009) Business Statistics & Operations Research, 2nd Edition, McGraw Hill Education.
2. Sharma, J.K., (2009) Operations Research: Problems & Solutions, 2nd edition, Macmillan India Ltd.
3. Taha, Hamdy, (2008) Operations Research: An Introduction, 8th edition, Pearson Education.
4. Render, Barry, Stair, R.M., Hanna, M.E., and Badri, (2009) Quantitative Analysis for Management, 10th edition, Pearson Education.

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BBA 205 : INFORMATION TECHNOLOGY IN MANAGEMENT – 2

[MANAGEMENT INFORMATION SYSTEM]

Section I

- **Introduction:** Definition & Significance, Evolution, MIS Support for Programmed and Non-Programmed Decision Making, Model of Decision Making.
- **Structure of MIS:** Based on Management Activity & Organizational Function, Conceptual & Physical Structure of MIS.
- **Systems Concept:** Definition of a System, Types of Systems, Sub-System, and Systems Concepts & Organization.
- **Information Concept:** Definition of Information, Information Presentation, Quality of Information.

Section II

- **Decision Support Systems:** Characteristics of DSS, Decision Support & Structure of Decision Making. Decision Support & Repetitiveness of Decisions. Classes of DSS, DSS Users, GDSS, Characteristics of GDSS.
- **Organization & Information Systems:** Relationship, Salient Feature of Organization, Effect of organization on Information Systems and Vice Versa.
- **Advanced Information Systems:** Knowledge Work Systems, Executive Support Systems, Expert Systems Artificial intelligence.

Section III

- **ERP:** An Introduction, Application Examples of Information Systems.

Text Books:

1. Elmasri and Navathe, (2009), Fundamentals of Database Systems, 5th edition, Pearson Education.
2. ITL Education Ltd., (2010), Introduction to Database System, Pearson Education.

Reference Books:

1. Ramakrishnan, R. and Gehrke, J. (2007), Database Management Systems, 3rd edition, McGrawHill Education.
2. Kanan, A. and Date, C. J., (2006), An Introduction to Database System, Vol. I & Vol. II, 8th edition, Addison Wesley Publishing Company.
3. Singh. S. L., (2008), Database System Concept and Application, 2nd edition, Pearson Education.
4. Atul, Kahate, (2006), Introduction to Database Management System, 1st edition Pearson Education.

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BBA 206 : BUSINESS ENGLISH

Section I: Grammar

Expressing in Style; Words often confused; One-word substitution; Phrases; Idioms.

Section II: Advanced Reading

Paraphrasing; Interpreting visual information: Tables, Graphs, Charts; Speed Reading. Comprehension and Analysis of the book, "Who Moved My Cheese."

Section III: Effective Writing

Business Correspondences: Fax, Email; Taking Notes; Making Inquiries; Placing Orders; Asking & Giving Information; Registering Complaints; Handling Complaints; Drafting Notices; Job Applications; Expository Composition; Argumentative Composition; Techniques of Argument; Logical Presentation; Descriptive Composition; Narrative Composition; Summary Writing, Proposal; Abstract, Agenda, Minutes.

Section IV: Speaking

Business Etiquettes; Impromptu Speech; Debate; Role Play; Presentations.

Section IV: Listening

Business-related Conversation Exercises.

Reference Books:

1. Spencer Johnson; Who Moved My Cheese; Vermilion; (2009).
2. Balasubramanian, T., A Textbook of English Phonetics for Indian Students; Macmillan India, Delhi (1998).
3. McLearn, Stephen., Writing Essays and Report: A Student's Guide; Viva Books, New Delhi (2011).
4. Burton Roberts, N., Analysing Sentences; Longman, London (1986).
5. Wekker, H. And Haegeman, L., A Modern Course in English Syntax; Croom Helm, London (1985).

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M. S. Sultana
Haseeb Khan