



DR A P J ABDUL KALAM UNIVERSITY , INDORE

Course Structure BBA – I Year , 2017-2018

Group	Paper Name & Number	Theory Marks	Internal Assessment Marks	Total
Group I	Paper I Principles of Management	42.5	15	100
	Paper II Communication Skills	42.5		
Group II	Paper III Micro Economics	42.5	15	100
	Paper IV Business Statistics	42.5		
Group III	Paper V Financial Accounting	42.5	15	100
	Paper VI Business Mathematics	42.5		
Total				600



Syllabus for BBA , 2017-18

Group	I
Course:	Principles of Management
Paper-	I (Compulsory)

Marks: 42.5

Course Content

Unit 1

Definition and Meaning of Management, Functions and Responsibilities of Management, Principles of Management, School of Thoughts of Management.

Unit 2

Planning , Process, types and significance, Planning vs forecasting, Objectives, Strategies, Policies, MBA, Decision Making : Process and Significance

Unit 3

Organizing: Nature and Purpose of organizing , Importance and process of organizing , Departmentation , Organizational Structures: types and relevance, Line and Staff Relationship

Unit 4

Direction : Principles and Techniques, Motivation: Types and significance, Maslow's Need hierarchy Theory, Theory X & Y of motivation , Leadership: Style and Importance.

Unit 5

Controlling: The system and process of controlling , Control techniques, Coordination : Meaning , Principles and Importance. External and Internal Coordination.

Suggested Readings:

1. Koontz D and Welhrich, Management, International Student Edition , Tokyo, 1980
2. R D Agrawal , Organisation and Management, MC Graw Hills, Newdelhi , 1982.
3. Newman and Warran: The Process of Management : Concepts, behavior and Practices, PHL .
4. S.M. Shukla, Practices of Management, Sahitya Bhawan , Agra , (UP).



Syllabus for BBA , 2017-18

Group I
Course: **Communication Skills**
Paper- **II (Compulsory)**

Marks: 42.5

Course Content

Unit 1

Definition and Process of Communication, Essentials of Effective Communication , Barriers to Communication, Role of Communication in Organizational Effectiveness.

Unit 2

Public Speech:- Com position , Principles, Speech delivering skills, Group Discussion Do's and Don'ts of GD, Communication in committees, Seminars, and Conference.

Unit 3

Non-Verbal Communication : Meaning , Types and Importance, Listening : Difference between Listening and Hearing.

Unit 4

Drafting of Notices, Agendas, Minutes, Job Application Letters and Preparation of Curriculum Vitae

Unit 5

Business Correspondence, Essentials of effective Business Correspondence, Structure of Business Letter, Types of Business Letter – Enquiry Reply Orders , Complaint Circular Letter.

Suggested Readings:

1. Rao N and Das R.P, Communication Skills , Himalaya Publishing house, New Delhi.
2. Mehta D & Mehta NK , A Handbook of Communication Skills and Practices , Radha Pub , New Delhi.
3. Sinha KK , Business Communication , Galgotia Publishing House, New Delhi .
4. Murphy A & Peek Charles E , Effective Business Communication , Tata MacGraw hills <,new Delhi



Syllabus for BBA , 2017-18

Group	II
Course:	Micro Economics
Paper-	III (Compulsory)
Marks: 42.5	

Course Content

Unit 1

Introduction to Economics , Definition of Economics, Nature and Scope of Economics , Significance and Evolution of Micro Economics . Functions of Managerial Economists.

Unit 2

Concept and Law of Demand, Law of Supply , Concept of Market Equilibrium , Elasticity of Demand, Demand Determinants.

Unit 3

Utility Analysis , Marginal Concept of Utility , Indifference Curve Analysis : Assumptions, Properties of Indifference Curve, Theory of Consumer Surplus.

Unit 4

Elements of Costs, Factors of Production : Theory of Rent, Theory of Interest , Theories of Profit.

Unit 5

National Income: Estimates and Analysis (GNP, NNP, GDP,HDI), Methods of measurement of National Income, Types of Market Structure, Perfect vs Imperfect Market , Trade Cycle.\

Suggested Readings:

1. Sinha VC., Principles of Economis, Bhawan Publication , Agra.
2. Adhikary . M., Business Economics , Excel Books, New Delhi.
3. Chopra O.P., Managerial Economics, New Delhi,TMH, 1985.
4. Koutsoyiannis A., Modern Micro Economics, Mac Millian , NewYork.



Syllabus for BBA , 2017-18

Group II
Course: **Business Statistics**
Paper- **IV (Compulsory)**

Marks: 42.5

Course Content

Unit 1

Meaning and Definition of Statistics, Statistical Investigation , Law of Statistics, Scope of Statistics, Limitation of Statistics.

Unit 2

Collection of Data, Presentation of data, Frequency Distribution, Primary and Secondary Data.

Unit 3

Measures of Central Tendency , Mean Median, Mode, Geometric Mean , Harmonic Mean.

Unit 4

Measures of Variations: Standard Deviation , Mean Deviation and Skewness.

Unit 5

Correlation Analysis: Karl Pearson's Coefficient of Correlation .(Spearsman Rank's Correlation Index Number)

Suggested Readings:

1. D. N Elhance, Fundamental of Statistics, Kitab Mahal , Allahabad.
2. Gupta S.P, Business Statistics, Sultan Chand & Sons, New Delhi



DR A P J ABDUL KALAM UNIVERSITY , INDORE

Syllabus for BBA , 2017-18

Group

III

Course:

Financial Accounting

Paper-

V (Compulsory)

Marks: 42.5

Course Content

Unit 1

Accounting and its place in business and relationship with other Financial Areas, Double Entry System , Book Keeping : Meaning , Advantage, Concepts and Conventions

Unit 2

Types of Books of Accounts and their preparation. Journal , Ledger, Trial Balance, Depreciation.

Unit 3

Preparation of Final Accounts: Trading Account , Profit and Loss Account and Balance Sheet.

Unit 4

Bank Reconciliation Statement , Royalty Account , Accounting Record in the Book of Lease & Landlord (When royalty is less than & more than minimum rent).

Unit 5

Hire Purchase Accounts: Accounting records in the book of purchase and vendor.

Suggested Readings:

1. Grewal T.S, Double Entry Book Keeping Accountancy Principles, Sultanchand & Sons, New Delhi.
2. Gupta RL., Advanced Accounting, Sultanchand & Sons, New Delhi.
3. Anthony R.N, Accounting Principles, 6th Ed, Homewood , Illinios, Richard D ., Irwin.



Syllabus for BBA , 2017-18

Group	III
Course:	Business Mathematics
Paper-	VI (Compulsory)

Marks: 42.5

Course Content

Unit 1

Introduction to Sets: Forms and Types of Sets, Venn Diagram , Basic Operation on Sets. Union and Intersections of Sets , Demorgan's Law for two sets.

Unit 2

Linear Equations in two variables. Solution of Linear Equation . Linear equalities. Solution sets for equalities , Graphical Solution . Quadratic Equation . Root and Coefficient of Quadratic Equation , Relation between Root and Coefficient.

Unit 3

Determinants and Matrices: Matrix: Definitions, Types , Basic operation on Matrices, Transpose of Matrices, Determinants, Minors and Cofactors. Adjoint and Inverse of Matrix.

Unit 4

Limits , Continuity and Logarithm , Differential Calculus, Differentiations of Algebraic, Exponential and Logarithms, Function (Introductory), logarithm- use of logarithmic Formula.

Unit 5

Calculus Integral Calculus, Standard Formulas on Algebraic. Exponential and Logarithmic Integral, Definite and indefinite integral (Introductory) , Maxima and Minima Functions.

Suggested Readings:

1. V. Sundaresan and S.B Jeysoelan: An Introduction to Business Mathematics , S.Chand And Co. Pvt Ltd, New Delhi.
2. M. Raghavachari: Mathematics for Management: AN Introduction . Tata MacGraw Hills, New Delhi.
3. S.M. Shukla, Business Mathematics, Sahitya Bhawan Agra.