

Syllabus for BBA 1st year (Semester-II)

Effective from Academic Session-2015

Subject Code	Subject Name	Theory			
		External		*Internal	
		Max	Min	Max	Min
BBA201	Business Communication	80	29	20	08
BBA202	Financial Accounting	80	29	20	08
BBA203	Organizational Behaviour	80	29	20	08
BBA204	Macro Economics	80	29	20	08
BBA205	Business Statistics	80	29	20	08

*Component	Theory paper carrying 100 marks
Attendance	<u>10 marks</u> 03 mark (upto 75.99%) 05 marks (76-84.5%) 07 marks (84.6-90.5%) 10 marks (90.6 and above %)
Internal/Continuous Assessment/Class Test	10 marks
	Total:- 10+10=20

Syllabus for BBA 1st year (Semester-II)

Effective from Academic Session-2015

Course Code: BBA201

BUSINESS COMMUNICATION

Objectives: The objective of this course is to understand the concept, process and importance of communication, gain knowledge of media of communication, develop skills of effective communication - both written and oral and to help students to acquaint with application of communication skills in the business world.

UNIT-1

Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers, Grapevine, Written - Oral - Face-to-face - Silence - Merits and limitations of each type.

UNIT-II

Meaning, nature and scope of oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences ó Press Conference ó Demonstration - Radio Recording - Dictaphone ó Meetings - Rumor - Demonstration and Dramatisation - Public address system - Group Discussion ó Oral report - Closed circuit TV). The art of listening - Principles of good listening.

UNIT-III

Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence - Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up, Resume Formation.

UNIT-IV

Group Decision-Making - Conflict and Negotiations - Presentation and Interviews - Speeches -Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).

Suggested Readings:

1. Sinha K. K.: Business Communication, Galgotia Publishing Company.
2. Rayudu C. S.: Media and Communication Management, Himalaya Publishing House.
3. Pal Rajendra and Korlhalli J. S: Essentials of Business Communication, Sultan Chand & Sons.
4. Singh Nirmal: Business Communication, Deep & Deep Publications Pvt. Ltd.
5. Kadvekar S.V., Rawal C. N. and Kothavade Ravindra: Business Communication, Diamond Publications

Syllabus for BBA 1st year (Semester-II)

Effective from Academic Session-2015

Course Code: BBA202

FINANCIAL ACCOUNTING

Objectives: The objective of the paper is to familiarise students with preparation of financial statements in accordance with the Companies Act. It will also expose students to higher science of accountancy and dealing with different kinds of businesses.

UNIT-I

Financial accounting standards ó Object of accounting standards ó Accounting Standard Board of India and Indian Accounting Standards
Preparation and presentation of financial statements as per Companies Act.

UNIT- II

Accounting for Hire Purchase and Instalment System -Meaning ó Features of hire purchase agreement ó Distinction between hire purchase and sale ó Interest calculation ó Recording of transaction in the books of both parties - Default and repossession - Instalment system ó Features ó Distinction between hire purchase and instalment.

UNIT- III

Departmental Accounts - Meaning ó Objects ó Advantages - Accounting procedure ó Allocation of expenses and incomes ó Interdepartmental transfers ó Provision for unrealized profit.
Branch Accounts - Features ó Objects- Types of branches ó Dependent branches ó Account Systems ó Stock and Debtors System ó Independent branch ó Features ó Preparation of consolidated Profit and Loss Account and Balance Sheet

UNIT- IV

Consignment and Joint Venture Accounts: Meaning and features of Joint Venture and Consignment, Consignment expenses and Over-riding Commission, Difference between Consignment and Joint Venture, Methods of recording Consignment and Joint Venture transactions.

Suggested Readings:

1. Shukla, M.C., T.S. Grewal and S.C. Gupta: Advanced Accounts S. Chand & Co.
2. Naseem A., Nawab A. K. and M.L. Gupta: Fundamentals of Financial Accounting, Ane Books Pvt. Ltd.
3. Goyal V.K: Financial Accounting, Excel Books.
4. Gupta, R L and Radhaswamy, M: Financial Accounting, Sultan Chand and Sons.
5. Ramchandran & Kakani: Financial Accounting for Managers, Tata McGraw-Hill.

Syllabus for BBA 1st year (Semester-II)

Effective from Academic Session-2015

Course Code: BBA203

ORGANISATIONAL BEHAVIOUR

Objective:- The objectives of this course is familiarize the students about the behavioural aspects of an individual and organisation and to familiarize the students to understand the change process in the management context.

UNIT- I: SCOPE AND SIGNIFICANCE

Concept, Need and Importance of Organizational Behavior; Nature and Scope of Organizational Behavior; Organizational Behavior Models; Emerging Trends.

UNIT – II: INDIVIDUAL BEHAVIOUR

Personality - Types - Factors influencing personality; Learning - Types of Learners - The Learning Process - Learning Theories; Attitudes - Characteristics ó Components; Perception - Importance - Factors influencing perception - Interpersonal perception.

UNIT- III: GROUP BEHAVIOUR

Group Dynamics, Types of Groups; Conflict - nature, types and sources, resolution. Power and politics; Definition, bases of power, implications of power.

UNIT- IV: ORGANIZATIONAL CLIMATE

Organisational Culture and Change - Types, forms; forces for change, resistance to change; Motivation - Types ó Process ó Theories.

SUGGESTED READINGS:

1. Stephen P. Robbins, Organisational Behavior, Prentice Hall of India, 9th Edition.
2. Hellriegel, Slocum and Woodman, Organisational Behavior, South-Western, Thomson . Learning, 9th edition.
3. Schermerhorn, Hunt and Osborn, Organisational Behavior, John Wiley, 7th edition,.
4. Fred Luthans, Organisational Behavior, Mc Graw Hill Book Co.

Syllabus for BBA 1st year (Semester-II)

Effective from Academic Session-2015

Course Code: BBA204

MACRO ECONOMICS

Objective: The objective of this paper is to develop the concepts on Macroeconomic variables, working of an economy, and how business decisions are affected with the influence of macro variables in business.

UNIT - I

Macro Economics - concept importance and limitations. Macro-economic variables. Circular flow of income; relation between leakages and injections in circular flow. National Income: Concepts, definition, methods of measurement, National income in India, problems in measurement of national income & precautions in estimation of national income.

UNIT - II

Theory of full employment and income: classical, modern (Keynesian) approach, consumption function, relationship between saving and consumption. Investment function, concept of marginal efficiency of capital and marginal efficiency of investment.

UNIT - III

Demand for money-classical, Keynesian and Friedmanian approach, measures of money supply, quantity theory of money: Fisher's Transaction Approach and Cambridge Cash-Balance Approach.

UNIT - IV

Equilibrium of Product and Money Market: The IS-LM model, product market and money market, derivation, shift. Equilibrium of IS-LM curve, Application of IS-LM model in monetary and fiscal policy.

Suggested Readings:

1. Chaturvedi, D. D and Anand Mittal: Business-Economics II, Brijwasi Book Distributors.
2. Dwivedi, D. N: Macro Economics, Tata McGraw Hill.
3. Mishra, S. K. and V. K. Puri: Modern Macro-Economic Theory, Himalaya Publishing House.
4. Edward Shapiro: Macro-Economic Analysis, Tata McGraw Hill.

Syllabus for BBA 1st year (Semester-II)

Effective from Academic Session-2015

Course Code: BBA205

BUSINESS STATISTICS

Objective: The major objective of this course is to expose and help students understand the fundamentals concept of statistical tools and techniques used for decision making.

UNIT-I

Introduction to Statistics: Concept, Nature, Importance, Limitations, Scope, Functions, Distrust of Statistics.

Collection of data ó Primary and secondary sources: Data collection tools; Designing of questionnaire.

Sampling ó concept and objectives; Census Vs Sampling; Sampling techniques:- probability and non-probability sampling techniques.

UNIT-II

Measures of Central Tendency - Concept, Criteria for good measure of Central Tendency, Types of averages Arithmetic Mean, Weighted Mean, median and Mode.

Measures of Dispersion: Concept of dispersion, absolute and relative measure of dispersion - Range, Mean Deviation, Quartile Deviation, Standard deviation and variance, Measure of Skewness and Kurtosis: Meaning, Importance and application.

UNIT-III

Correlation: Concept, positive & negative correlation, Karl Pearson's Coefficient of correlation, Rank correlation and concurrent deviations (ungrouped data only).

Regression, Concept, Regression equations, Regression coefficients and properties.

UNIT-IV

Interpolation and extrapolation- Concept, assumptions, importance, Methods of interpolation - Newton's method of finite difference, Hypothesis Testing ó Chi-Square test of significance.

Suggested Readings

1. Elhance D. L.: Fundamentals of Statistics, Kitab Mahal
2. Gupta, S. P and Gupta M. P: Business Statistics. Sultan Chand.
3. Gupta C. B: An Introduction to Statistical Methods, Vikas Publishers.
4. Richard I. Levin and David S. Rubin: Statistics for Management, Prentice Hall of India.
5. Chandan. J.S: Statistics for Business and Economics, Vikas Publishing House Pvt. Ltd.
6. Hooda, R.P: Statistics for Business and Economics, Macmillan India Ltd.

Scheme/Instructions for teachers/paper setters

- 1. Semester end examination question paper will consist of two sections viz; A and B. Section A will contain 4 questions, one question with an alternate from each unit. Section B will consist of 4 questions also, on each unit and the examinees will be required to attempt only two questions. In all, each student will be required to attempt 6 questions- 4 medium type and 2 long answer type questions.*
- 2. Division of marks between section A and Section B will be in the ratio of 60:40. For non-lab courses weightage of Section A will be 48 marks, while as it will be 36 marks in case of lab courses. In case of section B, the weightage will be 32 and 24 marks for non-lab and lab courses respectively.*
- 3. While Internal Assessment Test will be conducted by the concerned college, semester end examination will be held by the University of Kashmir;*
- 4. The question paper shall be of 2:30 hours duration.*