

Syllabus for BBA 1st year (Semester-I)

Effective from Academic Session-2015

Subject Code	Subject Name	Theory				Practical			
		External		*Internal		External		Internal	
		Max	Min	Max	Min	Max	Min	Max	Min
BBA101	Communicative English	80	29	20	08	---	---	---	---
BBA102	Management Process and Practices	80	29	20	08	---	---	---	---
BBA103	Business Economics	80	29	20	08	---	---	---	---
BBA104	Fundamentals of Accounting	80	29	20	08	---	---	---	---
BBA105	Computer Applications in Business	60	22	20	08	10	3.5	10	3.5

*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

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Course Code: BBA101

COMMUNICATIVE ENGLISH

Objective: The aim of this course is to enable students to express different meanings with the help of appropriate structures and to enable them to write coherently.

Unit I

Definite and indefinite meaning: the, a/an, zero articles (in context only). Expressing PAST, PRESENT and FUTURE time, tense and aspect (in context only). The Passive (in narration; direct and indirect).

Unit II

Doing things: Request, Obligations, Permission, Ability, Advice, suggestions etc. (In contexts and situations). Relative; prepositions.

Unit III

Coordination and subordination. Cohesive Devices: Although, Even, Though, however, in short, inspite of, etc. (in context). Contracted Forms. Fax; E-mail, Telephone, Telex as means of communication: structure and presentation.

Unit IV

Paragraph writing; Parallel writing based on given text and clues. Reordering scrambled paragraphs. Developing a paragraph from given topic sentences.

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Course Code: BBA102

**MANAGEMENT PROCESS AND
PRACTICES**

Objective: The course objective of this paper is to make the learner understand the process of management; enable him/her to apply the acquired concepts in the contemporary business.

UNIT - I

Nature, Meaning, and Significance of Management, Principles of Management, Evolution of Management Thoughts-Traditional, Behavioural, Systems, Contingency, Managerial functions.

UNIT - II

Nature & Elements of Planning, Planning Types and Models, Decision making process-Approaches to decision making, Management by Objectives (MBO), SWOT Analysis.

UNIT - III

Organizing, basic issues in organizing – Work Specialization, Delegation, Centralization and Decentralization, Span of Management, Line-staff Authority and Decentralization, Staffing Decisions – Authority and Responsibility Relationships.

UNIT - IV

Directing, Co-ordinating and Reporting, Control Process, Quantitative and Qualitative measures of Control, Feedback Management, Social Corporate Responsibility of Business.

Suggested Readings:

1. Robbins, S.P., Management Concepts, Pearson Education India, New Delhi.
2. Koontz, Weillrich & Cannice, Management: A Global and Entrepreneurial Perspective, 13th Edition, McGraw Hill.
3. Jones and George, Contemporary Management, McGraw Hill.
4. Richard L. Draft, The New Era of Management, Cengage India
5. Stoner, Jetal, Management, Prentice Hall of India., New Delhi
6. Chandan, J.S., Management Concepts and Strategies, Vikas Publishing House.

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Course Code: BBA103

BUSINESS ECONOMICS

Objectives: The objective of this course is to expose students to basic micro economic concepts, apply economic analysis in the formulation of business policies and to use economic reasoning to problems of business.

UNIT - I

Meaning, Nature and Scope of Business Economics – Micro and Macro-economic concepts. Basic Economic Problems, Market forces in solving economic problems, Circular Flow of Income and Expenditure

UNIT-II

Demand: - Concept and Classification. Law of Demand, Elasticity of Demand and their types, Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship.

UNIT-III

Production function, Total, Average and Marginal Product, Law of variable proportions. Production iso-quants, marginal rate of technical substitution – optimal combination of resources - return to scale - cost of production - long run and short run cost of production - Economics and diseconomies of scale.

UNIT-IV

Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition, Monopoly –Price Determination under Monopoly, Monopolistic Competition and Oligopoly.

Suggested Readings:

1. Joel Dean: Managerial Economics, Heritage Publishers.
2. Sanpat Mukerjee: Managerial Economics, New central book agency.
3. Suma Damodarann: Managerial Economics, Oxford Publishers.
4. Jhingan M. L. Micro Economics: Vrinda Publications.

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Course Code: BBA104

**FUNDAMENTALS OF
ACCOUNTING**

Objective: The objective of this course is to enable the students to acquire knowledge of the financial accounting principles and practices, equip the students with skills for recording various kinds of business transactions and familiarize the students with the techniques of preparing financial statements.

UNIT-I

Accounting-Concept, objectives, Accounting v/s Book Keeping, Accounting as source of information, internal and external users of Accounting information and their needs. Generally Accepted Accounting principles - Accounting concepts and conventions.

UNIT-II

Accounting Cycle; double entry systems of accounting and usage of debit/credit in accounts; Recording of transactions; Books of original entry, Journal: Subsidiary books - Cash Book, Purchases book, Sales Book; Ledger: Meaning, utility format; posting from journal and Subsidiary books; balance of accounts. Trial Balance: Meaning, Objectives and Preparation.

UNIT-III

Depreciation - Concept and Causes- objects of providing for depreciation -Factors affecting depreciation - Accounting Treatment- Methods of providing depreciation -Straight line method - Diminishing Balance Method. Depreciation of replacement cost; Depreciation policy as per Accounting Standard, Provisions and Reserves.

UNIT-IV

Final Accounts: Meaning, features, uses and preparation of Manufacturing Account, Trading Account, Profit & Loss Account and Balance Sheet - Adjusting and Closing entries. Classification of Expenditures.

Suggested Readings:

1. S.Kr. Paul: Fundamentals of Accounting, New central Book Agency (P) Ltd.
2. P.C. Tulsan: Fundamentals of Accounting, Tata McGraw Hill Education Pvt. Ltd.
3. A.N. Agarwala, Kamlesh N. Agarwaal: Fundamentals of Accounting, KitabMahal.
4. Juneja, Chawla, Seksana: Fundamental of Accounting, Kalyani Publishers.
5. Maheshwari: Introduction to Accounting, Vikas Publishing House.

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Course Code: BBA105

COMPUTER APPLICATIONS IN BUSINESS

Objective: The objective of the paper is to familiarize the students with computer and its applications in the relevant fields and to expose them to other related papers of IT.

UNIT- I

Computer Basics: Introduction, Advantages and Disadvantages of computers, Evolution (Generations) and classification of computers (Mini, Micro etc), Block diagram and working, Primary and secondary memory: RAM and ROM, Hard Disk, Magnetic Tape and Optical devices, Common I/O devices.

UNIT- II

Computer software: Classification and Types, Operating System: Functions, types-Multiprogramming, Multiprocessing, Timesharing, Real time, Online and Batch Systems, Booting process, DOS: Internal and External commands, Batch and System files.

UNIT- III

Windows Basics: The Desktop, My Computer, Working with files and Folders, Windows Explorer, Windows Help and Support centre, Searching in Windows and System utilities, Start Menu, Accessories like Notepad, Paint and Wordpad.

UNIT- IV

MS Office: Working with Word documents, Working with Text- fonts, size, formatting etc, Working with tables, checking spelling and grammar, Adding Graphics to documents and printing a document, preparing power point presentations, Working with Excel workbook and worksheets, Formulas and functions, inserting charts, Printing in Excel

Note: Lab will be based on Units III and IV

Suggested Readings:

1. ITLES ,öIntroduction to Information Technologyö, Pearson Education.
2. Peter Norton ,öIntroduction to Computersö, PHI.
3. Sanders M, öComputers in Business: An introductionö Mcgraw Hill
4. Leon and Leon: Introduction to Information Technology, Leon Tech World

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.*