BHAKTA KAVI NARSINH MEHTA UNIVERSITY

Faculty of Commerce & Management

Syllabus

For

BBA-Semester-I

(CHOICE BASED CREDIT SYSTEM-CBCS)

Effective From June-2018

Bhakta Kavi Narsinh Mehta University

Junagadh-362263

Website: www.bknmu.edu.in

Objective of this Course is to prepare young person for junior executive position in various Commercial, Industrial and Non-Profit Organization.

O. Gen. B.B.A. – 1:
A candidate for the Degree of Bachelor of Business Administration (BBA) must have passed the higher secondary (12th standard) school certificate examination of the Gujarat Secondary and Higher Secondary Education Board or an examination recognized as equivalent there to with the attainments of subject/subjects mention in Statute – 150A and will be required to pass all six Semesters End Examination for the Degree of Bachelor of Business Administration.

O. Gen. B.B.A. – 2:
B.B.A. Degree programmer is of three academic years duration consisting of six semesters, which will be required to completed within 6 year from the date of his/her first admission in the First semester.

O. Gen. B.B.A. – 3:
BBA Three year (six semesters) Degree programme is a regular fulltime programme and therefore admitted candidate cannot join any other course of study without prior permission of the University.

O. Gen. B.B.A. – 4:
Medium of Instruction & Examination shall be English.

O. Gen. B.B.A. -5:
The Choice Based Credit System (CBCS) Programme of the University is a comprehensive and continuous evaluation programme and minimum attendance as per 0.98 is mandatory for the students. Non-Compliance of these requirements may amount in to rejection of the concerned term(Semester).

O. Gen. B.B.A. – 6:
He/She will have to comply with the requirements of O.182 relating to physical training, athletics, sports, N.C.C. or N.S.S. etc. as the case may be.

O. Gen. B.B.A. -7:
Every candidate admitted in First semester shall have to appear & pass the examination of "Environmental Protection Course" as directed by the Hon. Supreme Court of India & course curriculum shall be the same as prescribed by the U.G.C. Such an examination will be conducted by the concerned college without charging any examination fees and certificate to that effect shall have to be appended with the admission form for the University Second semester end examination.

O. Gen. B.B.A. – 8:
Every candidate admitted to First semester of any course will have to pass through the Thalassemia Test & Blood Grouping test.

O. Gen. B.B.A. – 9:
Admission granted by the affiliated college/institution to any student shall be provisional till the enrolment/registration/enlistment is made by the University & in case admission is ranted on the basis of provisional eligibility certificate the conditions & instructions given by the University should be complied within the time limit fixed by the University or latest by the beginning of next semester otherwise, term kept by the such a student will be forfeited and no fees on any account will be refunded.

O. Gen. B.B.A. – 10:

Every affiliated College or Institution shall have to take appropriate measure against Ragging & Gender problems in College/Institution. The word College/Institution includes College building, Sports complex, Hostels and such other components which are within the purview of the College.

In case of occurrence of any such incident the violator shall be dealt with very seriously and appropriate stringent action be taken by the Principal of the College observing principle of natural justice. The Head of College any appoint a committee to inquire in to the matter which will also observe the principle of natural justice. The committee will submit its report to the head of college who may take further necessary action in the matter.

O. Gen. B.B.A. -11:

All admitting authority (Including the College/University Department/P.G. Centre/Institute or centralized admission committee etc.) will have to strictly observe the provisions of reservation policy of the Govt./U.G.C./Rehabilitation Council of India etc. before admission process is under taken, the authority will ascertain quota & number of seats available for reserved class candidates and allotted to the eligible candidates. The data based information should also be provided to the University only after conclusion of entire process of admission.

O. Gen. B.B.A. -12:

A candidate of this or any other University recognized by A.I.U. who has passed the examination of F.Y./S.Y. BBA under semester pattern of the Faculty of Business Management or Commerce by obtaining at least 40% Marks or equivalent grade, shall be entitled to be admitted in Semester-III or V (as the case may be) provided subject/s passed by the candidate are same or comparable/convertible with CBCS teaching & examination scheme in force at the time of such admission.

When such admission is granted to a candidate all applicable Ordinances & Regulations shall be applied to such a candidate & his/her result at the degree level University examination will be declared by converting his/her percentage of Marks/Grade which he/she has obtained at the examination of First/Second year as per provisions contained in CBCS introduced by the University.

O. B.B.A. -1:

Admission to first semester B.B.A. will be granted to an applicant who is eligible to apply as per rules of the University for Admission to First semester B.B.A., strictly in order of merit determined on the basis of percentage of marks which is determined by the examining authority. Preference will be given to those who have passed the H.S.C. or equivalent examination in the immediate preceding year.

O.B.B.A. – 2:

A candidate at a University Semester End Examination fails to obtain minimum marks for passing in particular course / subject he/she will be required to reappear in that course/subject without keeping term for that semester. The candidate will have to reappear in the semester end examination by paying fresh examination fee along with application form such candidate when he/she obtains minimum or more than minimum marks for assing in the subject / course his/her marks of reappearance will be carry forwarded for determining his/her class/CGPA.

O.B.B.A. – 3:

Thirty percent marks of internal evaluation shall be within the exclusive pure view of the concerned affiliated College which requires purity, transparency accuracy in the evaluation &

assessment of students. Benefits of Re-assessment scheme will not be made available to the students in this regard.

O.B.B.A. – 4:
To successfully complete a course, candidate will be required to appear in CCA (internal) examination as well as 28 out of 70 marks in SEE (External) examination and should have lso obtained 40% of marks in aggregate in each of the course and necessary credits as prescribed in the syllabus.

R.B.B.A. – 1:
The candidate admitted to the First semester to fifth semester B.B.A. will be eligible to appear at the University Semester End Examination provided he/she fulfills all the conditions, mentioned in the, Ordinances, Regulations & Rules of the University.

R.B.B.A. – 2:
The scheme of examination and distribution of marks for the various subjects of study at the First, Second, Third, Fourth and Sixth semester B.B.A. examination under three years course will be the same as shown in the table I, II, III, IV, V and VI respectively.

R.B.B.A. – 3:
Candidate desirous of appearing at the University Semester End Examination must forward their applications in the prescribed form which shall accompanied by a certificate of attendance to the Registrar of the University through the principal of the college on or before the date prescribed for the purpose.

R.B.B.A.-4:
BBA Semester I to VI Course Structure:

BBA Semester-I

BBA-EMESTER-I (CBCS) Syllabus

Undergraduate (UG) Level

Conceptual Framework of the Syllabus Semester-I

Sr. No.	Core/ Elective/ Allied/ Practical/ Project	Course (Paper) Title	Corse Code	Total Credit	Teaching Hours	Internal Marks	External Marks	Total Marks
1.	Core	Fundamentals of Management	101	3	3	30	70	100
2.	Core	Forms of Business Organisation	102	3	3	30	70	100
3.	Core	Principles and Practice of Accounting	103	3	3	30	70	100
4.	Core	Environmental Science	104	3	3	30	70	100
5.	Foundati-on	Communication Skills in English-1	105	3	3	30	70	100
6.	Allied	Micro Economics	106	3	3	30	70	100
7.	Allied	Elements of Business Mathematics	107	3	3	30	70	100
8.	Core	Office Automation	108	2+2*	3	15-T	35-T** 50- P	100
	Total			24	24	225	575	800

*2 Practical=1 Credit
**T=Theory; P=Practical

(101) FUNDAMENTALS OF MANAGEMENT (CORE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	I	Core	101	Fundamentals of Management	3	30	70	2.5 Hrs.

Course Objectives

This course contains only introductory aspects of business management. It primarily focuses on meaning, importance, and functions of business management. The course helps students across the disciplines to overview business management. The basic objective is to help the students understand the fundamental concepts and principles of management. The students are required to study only primary aspects of management.

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1	**Introduction To Business Management**	9
	Concept of Management; Salient Features of Modern Management; Management as an Art and as a Science; Management as a Profession; Universality of Management; Functions of Management; Significance of Management; Professionalization of Management; Skills of Professional Managers	
Unit -2	**Planning**	9
	Concept and Definition of Planning; Conceptual Difference between Planning and Plan; Nature of Planning; Planning Process; Need and Importance of Planning; Concept of Forecasting and Decision-making; Relations between Planning, Forecasting and Decision-making.	
Unit -3	**Organising**	9
	Concept and Definitions of Organizing and Organization; Organizing Process; Need of Formal Organization Structure; Characteristic of Good Organization;; Concepts of Authority, Power, and Responsibility; Organization Chart and their Concept, Types and Uses; Elementary Idea (only concept) of Forms of Organization Structure, including Functional Organization, Committee Organization, Project Organization, Matrix Organiation, Network Organization, and Virtual Organization.	
Unit -4	**Staffing and Directing**	**9**
	STAFFING: Concept of Staffing; Functions of staffing (in brief); Importance of Staffing; Factors Affecting Staffing Decisions	

	DIRECTING: Concept of Directing; Directing Tools (only concept and features of leadership, motivation, communication, and supervision); Importance of Directing; Coordination; Concept and Difference between Directing and Coordination;	
Unit -5	**Controlling**	9
	Concept; Relations between Planning and Controlling; Controlling Process; Importance of Controlling; Types of Control; Effective Control System (only principles); Controlling Techniques	

REFERENCES

Reference Books

1. Ramesh Rudani: *Principles of Management*, McGraw-Hill India Private Limited, New Delhi, India, 2014
2. LM Prasad: *Principles and Practice of Management*, Sultan Chand & Sons, New Delhi, India.
3. Koontz and Weihrich: *Essentials of Management, McGraw-Hill, New Delhi, India.*

EVALUATION SCHEME AND DISTRIBUTION OF MARKS
(With Effect From June 2018)

INTERNAL ASSESSMENT		30 Marks
NO	Particulars	Marks
	Assignment, MCQ, Seminar, Presentation	30

EXTERNAL ASSESSMENT BY UNIVERSITY		70 Marks
Q. No.	Particulars	Marks
1 OR 1	Question from Unit-1	14
2 OR 2	Question from Unit-2	14
3 OR 3	Question from Unit-3	14
4 OR 4	Question from Unit-4	14
5 OR 5	Question from Unit-5	14
	Marls	70
	Total Marks	100

Passing Standard
- Passing level is 40% marks, out of total 100 marks of the paper
- Student must obtain minimum 40% marks in Internal Assessment (12 Marks out of total 30)
- Theory: Minimum 40% (minimum 28 marks in University Examination out of total 70 marks

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(102) FORMS OF BUSINESS ORGANISATION (CORE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	I	Core	102	Forms of Business Organisation	3	30	70	2.5 Hrs.

Course Objectives

To make the students familiar with the basic concepts in commerce, trade and industry, to expose them to modern business world and to make familiar with different forms of business organizations, their formation and management

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1	**Introduction to Business**	9
	a. **Nature And Scope:** Meaning, scope and evolution of commerce & industry; Industrial Revolution: its effects on Business and Economy b. **Human Occupation:** Meaning, features, objectives and scope of Business; Profession, Employment and Vocation; Various forms of Business Organization: Sole proprietorship, Partnership, Joint Stock Company, Co-operative society, Public Enterprise, Non-profit organization.	
Unit -2	**Sole Proprietorship and Partnership**	9
	a. **Sole Proprietorship:** Meaning, characteristics, formation, merits and demerits. b. **Partnership:** Meaning, characteristics, formation, merits and demerits. Types of Partnership firm. Limited Liability Partnership,	
Unit -3	**Joint Stock Company and Cooperative Society**	9
	a. **Joint Stock Company**: Meaning, characteristics, formation, merits and demerits, Types of company, Concept of One Person Company. b. **Co-operative Society**: Meaning, characteristics, formation, merits and demerits. Federal Co-operative Society	
Unit -4	**Public Enterprise and Non-Profit Organisation**	9
	a. **Public Enterprise**: Meaning, characteristics, formation, merits and demerits. Role of Public Enterprise in infrastructure development.	

	b. **Non-Profit Organisation:** Meaning, characteristics, formation, merits and demerits. Role of Non-profit organization development of society.	
Unit -5	**Business Combination and Special Economic Zone**	**9**
	a. **Business Combination:** Meaning, Causes and Types of business combinations; Brief study of forms of combinations, including Pools- Cartels- Holding Company -Merger and amalgamations b. **Special Economic Zone:** Meaning, Characteristics, Objectives, Merits and Demerits.	

REFERENCES

Reference Books

1. Fundamentals of Business OrganisationBy Y. K. Bhushan, Sultan Chand and Sons.
2. Modern Business Organisation and Management. By S. A. Sharlekar
3. Industrial Organization Management: By S.A. Sherlekar, Patil, Paranjpe, Chitale
4. Business Organization and Management: By Jallo, Tata McGrawHill
5. Industrial Organization and Management: By Dr. C. B. Gupta
6. Business Organization and Management: By Dr. C. B. Gupta

EVALUATION SCHEME AND DISTRIBUTION OF MARKS
(With Effect From June 2018)

INTERNAL ASSESSMENT		30 Marks
NO	Particulars	Marks
	Assignment, MCQ, Seminar, Presentation	30

EXTERNAL ASSESSMENT BY UNIVERSITY		70 Marks
Q. No.	Particulars	Marks
1 OR 1	Question from Unit-1	14
2 OR 2	Question from Unit-2	14
3 OR 3	Question from Unit-3	14
4 OR 4	Question from Unit-4	14
5 OR 5	Question from Unit-5	14
	Marls	70
	Total Marks	100

Passing Standard

- Passing level is 40% marks, out of total 100 marks of the paper
- Student must obtain minimum 40% marks in Internal Assessment (12 Marks out of total 30)
- Theory: Minimum 40% (minimum 28 marks in University Examination out of total 70 marks

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(103) PRINCIPLES AND PRACTICE OF ACCOUNTING (CORE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	I	Core	103	Principles and Practice of Accountancy	3	30	70	2.5 Hrs.

Course Objectives

To develop conceptual understanding of the basic accounting system through book-keeping mechanism and to impart skills for preparation of financial statements.

COURSE CONTENTS:

Note: Marks: 80 % Practical Examples and 20 % Theory

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1		**9**
	a. Definition, Nature, Scope and Objectives of Accounting; Terns used in financial accounting, Relationship of accounting with economics and statistics, Role of Accountant; Generally Accepted Accounting Principles	
	b. **Business Transactions** – Meaning and Classification, Classification of Account, Rules of Debit and Credit, Accounting equation.	
Unit -2		**9**
	a. Journal, Ledger, Posting and balancing of ledger accounts	
	b. Preparation of Trial Balance	
Unit -3		**9**
	a. Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book	
	b. Cash Book and Petty Cash Books	
Unit -4		**9**
	a. Transactions in respect of Bills of Exchange	
	b. Bank Transactions and Preparation of Bank Reconciliation Statement	
Unit -5		**9**
	a. Preparation of Final Accounts: Trading Account, Profit &Loss Account and Balance Sheet. Closing entries, Adjustments entries	

| | | (Sole Proprietorship only). | |
| | b. | Accounting Errors – Types of Errors, Rectification of Errors, and Effects of Errors on Final Accounts. | |

REFERENCES

Reference Books

1. Financial Accounting- by V.K. Goyal, Excel Books, New Delhi
2. Principles and Practice of Accounting.- by Gupta and Gupta (Sultan Chand & Sons, Delhi)
3. Introduction to Accountancy-by S.N. Maheshwari (Vikas Publishing House, New Delhi)
4. Financial Accounting. By Narayan Swamy (Prentice Hall India, New Delhi)
5. Financial Accounting. By Ashish Bhattacharya (Prentice Hall India, New Delhi)
6. Financial Accounting-by P.C. Tulsian (Tata McGraw Hill Publishing Co.,New Delhi)
7. Principles and Practice of Accountancy-by Rana-Dalal (B.S.Shah, Ahmedabad)
8. Principles and Practice of Accountancy –by S.P.Shah (Mahajan Publishing House, Ahmadabad

EVALUATION SCHEME AND DISTRIBUTION OF MARKS
(With Effect From June 2018)

INTERNAL ASSESSMENT		30 Marks
NO	Particulars	Marks
	Assignment, MCQ, Seminar, Presentation	30

EXTERNAL ASSESSMENT BY UNIVERSITY		70 Marks
Q. No.	Particulars	Marks
1 OR 1	Question from Unit-1	14
2 OR 2	Question from Unit-2	14
3 OR 3	Question from Unit-3	14
4 OR 4	Question from Unit-4	14
5 OR 5	Question from Unit-5	14
	Marls	70
	Total Marks	100

Passing Standard

- Passing level is 40% marks, out of total 100 marks of the paper
- Student must obtain minimum 40% marks in Internal Assessment (12 Marks out of total 30)
- Theory: Minimum 40% (minimum 28 marks in University Examination out of total 70 marks

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(104) ENVIRONMENTAL SCIENCE (CORE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	I	Core	104	Environmental Science	3	30	70	2.5 Hrs.

Course Objectives

To create awareness among the students regarding environmental situation, Legislations and International treaties and motivate to contribution for creating awareness in the Society.

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1		9
	a. **Environment**: Definition and Components of Environment: Lithosphere Hydrosphere Atmosphere, Biosphere. Biogeochemical cycles: Carbon, Nitrogen and Hydrological Cycle. Concept of Ecology and Ecosystem b. **Environment Science**: Definition, Principles and Scope; Human-Environment relationship; Causes of environment destruction; Environmental ethics; Environment awareness programmes.	
Unit -2		9
	a. **Natural Resources:** Meaning and Types of Resources, Exploitation of Resources, Use of Technology and its Impact on Natural Environment b. **Wealth:** Meaning, Distinction between Wealth and Resources, Optimum Conversion of Resources into wealth. Anthropogenic Waste, Man-made Industrial waste.	
Unit -3		9
	a. **Environmental Degradation:** Meaning and Causes, Degradation of Urban Land, Forest and Agricultural Land due to natural causes and human interference: Global Warming, Problems of non degradable Waste - Electronic Devices, Plastic and Manmade fibers. b. **Environmental Management:** Meaning, Development and Environmental Linkages, Environmental concerns in India. The need for sustainable development,	
Unit -4		9
	a. **Disaster Management:** Meaning, Need and Planning with reference to Flood, Storms, Tsunami, Cyclones and Earthquakes	

		b.	**Environmental Protection:** National environmental policy, Environmental Legislations, International Conventions and Agreements, GATT/WTO and environment, Functions of State Pollution Control Board, Role of NGOs.	
Unit -5				9
		a.	**Environmental Assessment**: Environmental Impact Assessment (EIA), Environmental Auditing, Environmental Legislation in India,	
		b.	**Environmental Management System:** ISO – 14000, Environment Audit, Eco-Friendly products (Eco mark), Green Industry, Carbon Credit.	

REFERENCES

Reference Books

1. Environmental Management: By N K Oberoi, Excel Books.Delhi
2. Environmental Management: By G N Pandey, Vikas Publishing House.
3. Text Book of Environment: By K M Agraval, MacMillan.
4. Environmental Impact Assessment: By L W Canter, MacGraw Hill, New Delhi
5. Environmental Priorities in India:: By Khoshoo, Environmental Society, New Delhi
6. Environmental Economics: By Karpagam M, Sterling Publishing, New Delhi

EVALUATION SCHEME AND DISTRIBUTION OF MARKS (With Effect From June 2018)

INTERNAL ASSESSMENT		30 Marks
NO	Particulars	Marks
	Assignment, MCQ, Seminar, Presentation	30

EXTERNAL ASSESSMENT BY UNIVERSITY		70 Marks
Q. No.	Particulars	Marks
1 OR 1	Question from Unit-1	14
2 OR 2	Question from Unit-2	14
3 OR 3	Question from Unit-3	14
4 OR 4	Question from Unit-4	14
5 OR 5	Question from Unit-5	14
	Marls	70
	Total Marks	100

Passing Standard

- Passing level is 40% marks, out of total 100 marks of the paper
- Student must obtain minimum 40% marks in Internal Assessment (12 Marks out of total 30)
- Theory: Minimum 40% (minimum 28 marks in University Examination out of total 70 marks

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(105) COMMUNICATION SKILLS IN ENGLISH-1 (FOUNDATION)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA (CBCS)	I	Founda-tion	105	Communication Skills in English-1	3	30	70	2.5 Hrs.

Course Objectives

- To aware the students about significance of communication skills in 21st century
- To enhance the communication skills of students
- To motivate the students in dealing routine communication by using English

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1	**Communication-I**	07
	▪ Introduction: Communication Skill in English ▪ Importance of English in 21st Century ▪ Communication: Definition, Process ▪ Communication Skills for Executives (Importance) ▪ Types of Communication: Verbal/Non Verbal ▪ Verbal: Oral/Written	
Unit -2	**Communication-II**	8
	▪ Non Verbal: Body language, facial expression, eye contact, gestures, postures, colors, signs, symbols, silence ▪ Levels of communication ▪ (upward, downward, diagonal, grapevine) ▪ Barriers in Communication ▪ (Physical Language, Psychological) ▪ 7 C's of communication	
Unit -3	**Speaking Skill**	10
	▪ Introducing yourself ▪ Describing your place ▪ Describing your favorite book, movie ▪ Meeting people, exchanging greetings, taking leave ▪ Introducing people to others	
Unit -4	**Writing Skill**	10
	▪ Informal letters: (useful in college, banks, government offices)	

Unit -5	Grammar	10
	▪ Revision of Tenses ▪ Parts of Speech ▪ Subject-verb agreement ▪ Confused words (list is attached)	

REFERENCES

Reference Books:

1. Effective Technical Communication by M Ashraf Rizvi. Tata Mc Graw hill
2. Technical Communication: Principles and Practice by Meenakshi Raman & Sangeeta Sharma. OUP
3. Principles and Practice of Business Communication by Rhoda Doctor. Sheath publishers
4. Practical English Usage by Michael Swan. OUP
5. A Communicative Grammar of English by Geoffrey Leech & Jan Svartvik. Routledge Publication
6. Spoken English: A Foundation Course by Kamlesh Sadanand and Susheela Punitha (Part I and Part II)

EVALUATION SCHEME AND DISTRIBUTION OF MARKS
(With Effect From June 2018)

INTERNAL ASSESSMENT		30 Marks
NO	Description	Marks
	Assignment, MCQ, Seminar, Presentation	30

EXTERNAL ASSESSMENT BY UNIVERSITY		70 Marks
Ques. No.	Description	Marks
Q. 1	a. One line answer questions/MCQ from unit-1 (6/6) b. Short Answer Questions from Unit-1 (2/3)	6 8
Q. 2	a. One line answer questions/MCQ from unit-2 (6/6) b. Short Answer question from unit-2 (2/3)	6 8
Q. 3	Dialogue writing from unit-3 (2/3)	14
Q. 4	a. Informal letter from Unit-4 (1/2) b. Report writing Unit-4 (1/2)	6 8
Q. 5	a. Fill in the blanks from tenses from Unit-5 b. Identify parts of speech Unit-5 c. Chose the proper word from the options (subject-verb agreement & confused words) Unit-5	05 05 04
	Marls	70
	Total Marks	100

Passing Standard
- Passing level is 40% marks, out of total 100 marks of the paper
- Student must obtain minimum 40% marks in Internal Assessment (12 Marks out of total 30)
- Theory: Minimum 40% (minimum 28 marks in University Examination out of total 70 marks

Annexure:

Commonly Confused Words

- accede/exceed
- accept/except
- accurate/precise
- actual fact/actually
- adapt/adopt
- administrate/administer
- advice/advise
- affect/effect
- all ready/already
- alot/a lot
- aloud/allowed
- alright/all right
- altogether/all together
- angel/angle
- assure/ensure/insure
- attain/obtain
- beside/besides
- brake/break
- carrier and career
- college and collage
- ceasar/caesar
- choose/chose
- cite/site/sight
- coarse/course
- copywrite/copyright
- council/counsel
- currant/current
- desert/dessert
- disinterested/uninterested
- emigrate/immigrate/migrate
- empathy/sympathy
- error/err
- fair/fare
- heroin/heroine
- idle and ideal
- in spite of/ despite
- instances/instants
- internet/intranet
- late/former
- lay/lie
- lose/loose
- marital/martial
- noble /nobel
- online/on line
- patience/patients
- peace/piece
- personal/personnel
- pole/poll
- practice/practise
- principal/principle
- psychologist/psychiatrist/psychotherapist/psychoanalyst
- than/then
- throne/thrown
- to/too/two
- weak/week

(106) MICRO ECONOMICS (CORE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	I	Allied	106	Micro Economics	3	30	70	2.5 Hrs.

Course Objectives

- To provide basic knowledge basic principles, concepts and tools of micro-economics.
- To make enable students for understanding application/working of micro-economic Concepts and tools in actual conditions.
- To develop ability of students to apply principles, concepts and tools of microeconomics.
- To develop/enhance ability of student to take accurate decisions on basis of knowledge of Principles, concepts and tools of micro economics.

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1		9
	Definition of economics: Classical, neo-classical and scarcity definition of economics. Nature and scope of economics. Concepts of economic and non economic activities.	
Unit -2		9
	Demand and supply: Utility: Utility, total and marginal utility, Law of diminishing marginal utility.	
Unit -3		9
	Meaning of demand, factors affecting to effective demand, law of demand, exceptions to law of demand. Meaning of stock and supply, factors affecting to supply, Law of supply	
Unit -4		9
	Elasticity of demand: Meaning, types, factors affecting to elasticity of demand, methods to measure price elasticity of demand, practical significance of price elasticity of demand.	
Unit -5		9
	Market structure: Meaning and features of perfect competition,	

	meaning, types and features of monopoly, meaning, types and features of oligopoly and monopolistic competition.	

REFERENCES

Reference Books

1. Principles of economics –by DM MITHANI
2. Micro economics by HL Ahuja-S.CHAND & COMPANY LTD

EVALUATION SCHEME AND DISTRIBUTION OF MARKS
(With Effect From June 2018)

	INTERNAL ASSESSMENT	30 Marks
NO	Particulars	Marks
	Assignment, MCQ, Seminar, Presentation	30

	EXTERNAL ASSESSMENT BY UNIVERSITY	70 Marks
Q. No.	Particulars	Marks
1 OR 1	Question from Unit-1	14
2 OR 2	Question from Unit-2	14
3 OR 3	Question from Unit-3	14
4 OR 4	Question from Unit-4	14
5 OR 5	Question from Unit-5	14
	Marls	70
	Total Marks	100

Passing Standard

- Passing level is 40% marks, out of total 100 marks of the paper
- Student must obtain minimum 40% marks in Internal Assessment (12 Marks out of total 30)
- Theory: Minimum 40% (minimum 28 marks in University Examination out of total 70 marks

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(107) ELEMENTS OF BUSINESS MATHEMATICS (ALLIED)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	I	Allied	107	Elements of Business Mathematics	3	30	70	2.5 Hrs.

Course Objectives

- To sharpen mathematical abilities in making Business Decision
- To improve logical and reasoning abilities

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1	**Permutation & Combination**	**10**
	- Permutations (Meaning, formula) - Permutations of different things - Permutations of Similar things - Restricted Permutation - Combinations (Meaning formula) - Combinations of things taken some or all at time - Some Restricted Combinations - Examples	
Unit -2	**Arithmetic & Geometric & Harmonic Progression**	**10**
	- Sequence, Series - Arithmetic Progression o Definition o N^{th} Term, Sum of n terms (With Proof) - Geometric Progression o Definition o Nth Term, Sum of n terms (With Proof) - Harmonic Progression - Relation Between AM GM HM (Two Numbers) - Typical Examples	
Unit -3	**Binomial Theorem**	**10**
	- Binomial Theorem (Without Proof) - Position of Terms - Characteristics of Binomial theorem - Binomial Coefficient - Examples	

Unit -4	**Interpolation &Extrapolation**	10
	▪ Introduction and Uses ▪ Newton's Forward Method ▪ Newton's Backward Method ▪ Binomial Expansion Method ▪ Lagrange's Method ▪ Examples	
Unit -5	**Mathematical Induction**	**05**
	Introductions Principle of Mathematical Induction Meaning of Sequence and Series Sigma Notation Σn ,$\Sigma n2$, $\Sigma n3$ (with proof) Examples	

REFERENCES

Reference Books

1. Business MathematicsbySancheti&Kapoor - **Sultan & Chand**
2. Fundamental of Mathematics and Statistics by V.K. Kapoor and S.C. Gupta - **Sultan & Chand**
3. Numerical Analysis by V. N .Vedmurthi

EVALUATION SCHEME AND DISTRIBUTION OF MARKS
(With Effect From June 2018)

INTERNAL ASSESSMENT		30 Marks
NO	**Particulars**	Marks
	Assignment, MCQ, Seminar, Presentation	30

EXTERNAL ASSESSMENT BY UNIVERSITY		70 Marks
Q. No.	**Particulars**	Marks
1 OR 1	Question from Unit-1	14
2 OR 2	Question from Unit-2	14
3 OR 3	Question from Unit-3	14
4 OR 4	Question from Unit-4	14
5 OR 5	Question from Unit-5	14
	Marls	70
	Total Marks	100

Passing Standard

- Passing level is 40% marks, out of total 100 marks of the paper
- Student must obtain minimum 40% marks in Internal Assessment (12 Marks out of total 30)
- Theory: Minimum 40% (minimum 28 marks in University Examination out of total 70 marks

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(108) OFFICE AUTOMATION (FOUNDATION)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	I	Core	108	Office Automation	2+2*	15-T	35-T** 50-P	2 Hrs.

*2 Practical=1 Credit
**T=Theory; P=Practical

Course Objectives

The objective of the course is to make students aware about basics of computers, peripheral devices, internet environment, word processing, spread sheets and presentation

COURSE CONTENTS:

Note: Unit No. 1 to 3 -> Theory of 50 Marks   and   Unit No. 4 -> Practical of 50 Marks

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1	**Computer Basics**	15
	Definition of computer, Block Diagram Of Computer, Characteristics of computer, Generations of computer, Analog computer, Digital computer (Mini, Micro, Mainframe, Super), Hybrid computer • **Types of Memory:** RAM, ROM, PROM, EPROM, EEPROM • **Storage Devices:** Floppy Disk, Hard Disk, CD, DVD, Pen drive	
Unit -2	**Input and Output Devices**	15
	Input Devices: Key board, Mouse, Scanner, MICR, Micro Phone, Barcode Reader, Touch Screen **Output Devices:** • Visual Display Unit: CRT, LCD • Printers: Impact(Daisy Wheel, Dot Matrix Printer), Non Impact (Drum, Ink-Jet, Laser)	
Unit -3	**Internet Basics**	15
	• Internet Concept • Internet Services: E – Mail, Chatting, Conferencing ,Internet Telephony • Internet Connection Methods: Dial Up Connection, Leased Line Connection • Addressing: IP Addressing , DNS • Overview: FTP, WWW, Web, Browser	
Unit -4	**Practical**	

| | **MS-Word:** Editing, Font formatting, Paragraph formatting, Page setups and printing document, Mail-merge
Ms-Excel: Preparing worksheet, Formatting cell, Page setup, building formulas, library functions (sum(), average(), count(), left(), right(), mid(),if(), or(), and(), not(), date(), now(), time(), fv(), pv(), pmt(), ipmt(), irr(), yield(), rate()
MS- Powerpoint: Preparing interactive presentation Viewing and navigating presentation | |

Credits:
- 1 lecture = 1 hour = 1 credit and 2 practical = 2 hours = 1 credit
- Theory 2 Hours/week = 2 credits and additional practical 4 hours/week = 2 credits. Total credit is 4.

Examination:
- Theory Examination – Total marks 50 (35 marks of university examination and 15 marks of internal). University examination: 2 Hours
- Practical Examination – Total Marks 50 (No Internal Marks).University Examination: 2 Hours

Passing Standard:
- Student must obtain minimum 40% marks in theory and practical both
- Theory: Minimum 40% (minimum 14 marks in University examination and minimum 6 marks in internal)
- Practical: Minimum 40% (Minimum 20 marks in University examination)

REFERENCES

Reference Book:

1. Computer Fundamentals and Information Technology – By Bharat & Co.
2. Computer Fundamentals – BPB Publications - By P.K.Sinha

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Important Note: Syllabus of Semester 3 and 5 are uploaded on bknmu website