

Bachelor of Business Administration (BBA) Syllabus  
**GUJARAT UNIVERSITY**  
**SYLLABUS FOR F.Y BBA**  
**SEMESTER I**

**CORE COURSE – 101 PRINCIPLES OF MANAGEMENT - I**

**Introduction:** The field of management has undergone a sea change and has today assumed a form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and new issues and findings are constantly emerging. This field is attracting many people who want to undergo a formal training in this area.

**Objective:** This subject is designed to provide a basic understanding to the students with reference to working of business organizations through the process of management. The first part of this course (offered in the first semester) will give a brief understanding of the managerial functions of planning (including decision-making) and organizing. The second part (offered in the second semester) will throw light on the managerial functions of staffing, directing and controlling.

**Total Hours : 40**

**Number of credits: 3**

**Lectures per week: 3 of one hour each**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**UNIT I: Introduction to Management and Planning (10 Hours)**

Management: Meaning and process of management.

Planning: Meaning; planning process; planning premises; types of plans – based on breadth and use.

**UNIT II: Forecasting, Decision making (10 Hours)**

Forecasting: Meaning; techniques of forecasting – Historical analogy method, survey method, business barometers, time series analysis, regression analysis, significance and limitations of forecasting

Decision making: Meaning; decision making process; techniques of decision making – Decision Tree, PERT and CPM.

**UNIT III: Organizing – Part 1 (10 Hours)**

A. Introduction - Meaning of organizing; principles of organizing.

B. Departmentation – Meaning; bases of departmentation – function wise, product wise, territory wise, process wise and customer wise.

C. Delegation – Meaning; elements of delegation; principles of effective delegation.

D. Centralization and decentralization – Meaning; factors affecting degree of centralization and decentralization.

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### **UNIT IV: Organizing – Part 2: Types of organizations (10 Hours)**

- A. Formal organizations: Line; Functional; Line and staff; Committee (only the meaning, advantages and limitations of all the four forms)
- B. Informal organizations: Meaning; benefits; problems.

#### **Text:**

1. *L. M. Prasad*; Principles of Management; Sultan Chand and Sons, 6<sup>th</sup> edition.
2. *Karminder Ghuman and K. Aswathapa*; Management – Concept, Practice and Cases; Tata McGraw Hill; 1<sup>st</sup> edition (2010)

#### **Reference Book:**

1. *Gupta, Sharma and Bhalla*; Principles of Business Management; Kalyani Publications; 1<sup>st</sup> edition.

#### **Topics for assignments:**

1. Levels of management and the combination of skills required at each level.
2. Management – an art, a science or a profession?
3. Methods of business forecasting – opinion poll method, extrapolation method, input-output analysis and econometric models.
4. Types of managerial decisions.
5. Span of management and factors affecting the same.

#### **Suggested topics for seminars and presentations:**

1. Inspiring business mentors.
2. Innovation and creativity in business.
3. Current business environment.
4. Management by Objectives.

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**SEMESTER I**

**CORE COURSE – 102 FINANCIAL ACCOUNTING**

**Introduction:** Financial Accounting as a discipline has evolved over the years due to the perennially changing requirements of the industry. With the advent of computerization, it now also encompasses new techniques and new issues caused by changes in the legislations pertaining to the preparation and publication of Financial Statements.

**Objective:** The present course includes introduction to the subject of Financial Accounting, basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship. It also touches upon the various aspects of accounting related to Non-trading Concerns. The syllabus also includes computerized accounting using the software TALLY.

**Total Hours : 40**

**Number of credits: 3**

**Lectures per week: 3 of one hour each**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**UNIT (TOPIC)**

**WEIGHTAGE  
(MARKS OUT  
OF 70)**

**UNIT – I – (25%) – 10 HOURS**

**A) FUNDAMENTALS OF ACCOUNTANCY:**

**7% (5 Marks)**

Meaning, Scope and Utility of Accounts, Methods of keeping Books of Accounts, Difference between Book Keeping and Accountancy, Users of Accounts, Fundamental Accounting Equation, Types of Accounts, Rules of Debit and Credit, Types of Transactions, Types of Assets and Liabilities

**B) CAPITAL, REVENUE, DEFERRED REVENUE  
EXPENSES, RESERVES, PROVISIONS AND CONTINGENT  
LIABILITY:**

**7% (5 Marks)**

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Meaning and difference between Capital and Revenue Incomes and Expenses, Identification of Capital and Revenue Expenses and Incomes, Meaning of Deferred Revenue Expense, Difference between Reserves and Provisions, meaning of Contingent Liability

### **C) ACCOUNTING CONCEPTS, CONVENTIONS & 11% (7 Marks) PRINCIPLES:**

Accounting Principles, Policies, Concepts and Conventions. Generally Accepted Accounting Principles, Identification of different Accounting concept applied in various transactions, its accounting entries and its presentation in Annual Financial Statement.

### **UNIT – II – (25%) – 10 HOURS**

#### **ACCOUNTING FOR NON TRADING CONCERNS: 25% (17 Marks)**

Meaning of Non Trading Concern, Annual Financial Statements of Non Trading Concerns (NTC), How NTC differs from Trading Concern, Identification of Capital and Revenue Items for non trading organizations, Receipts and Payments Account, Income and Expenditure Account, Balance Sheet, Concept of different funds and their accounting treatment. (Practical Examples of Clubs & Hospitals)

### **UNIT – III – (25%) – 10 HOURS**

#### **FINAL ACCOUNTS OF SOLE PROPRIETARY CONCERN: 25% (18 Marks)**

Preparation of Final account of sole Trading.

### **UNIT – IV – (25%) – 10 HOURS**

#### **ACCOUNTING ENTRIES IN TALLY 7.2 USING VOUCHERS: 25% (18 Marks)**

Relevant vouchers in printed/physical form to be provided to students as a documentary evidence and accounting entries in Tally 7.2 (accounts only) to be passed and it will be evaluated on the basis of Day Book, Trial Balance, Profit and Loss Account and Balance Sheet. Opening balances of certain Ledger Accounts may also be given in case of continuing firm. (no theory and no transaction form question from this unit)

#### **NUMBER OF LECTURES PER DIVISION PER WEEK – 3 (THREE) (2 FOR THEORY AND 1 FOR TALLY PRACTICALS)**

Each student should be given at least 10 hours of Tally 7.2 Practical.

#### **Reference Books:**

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1. Accounting for Managers – J. Made Gowda – Himalaya Publishing House
2. Introduction to Accountancy – T. S. Grewal & S. C. Gupta – S. Chand – 8<sup>th</sup> Edition
3. Modern Accountancy - Hanif Mukerji – TMH
4. Financial Accounting by Dr. Kaustubh Sontake – 1<sup>st</sup> Edition – Himalaya Publishing House

### **Topics for Assignments:**

1. Accounting Standards in India – An Introduction
2. AS – 2 (Valuation of Inventory) and AS – 10 (Fixed Assets)
3. Accounting Cycle (Practical Sums based on recording in Journal/ Subsidiary Book to preparation of Trial Balance)

### **Topics for Seminars:**

1. Relevance of Auditing in Accountancy
2. Triple Accounting System
3. Contemporary Issues in Financial Accounting
4. New emerging Branches of Accounts – (Social Responsibility Accounting, Human Resource Accounting and Environmental Accounting)
5. Introduction to Legislative Bodies Governing Financial Statement

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**SEMESTER I**  
**CORE COURSE – 103 FORMS OF BUSINESS ORGANIZATION**

Introduction: Business organizations which were initially small and localized have assumed complex and global dimensions. Businesses have moved from individual-owned to family-run and beyond. Hence it becomes imperative to have some understanding of the complex and dynamic structure of modern businesses along with the implications – positive and negative, in the form of combinations.

Objectives: To provide basic understanding regarding the corporate form of organization – its formation, its management and its chief officers, and the implications of such a corporate structure in the form of business combinations.

**Total Hours : 40**

**Number of credits: 3**

**Lectures per week: 3 of one hour each**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**UNIT I: Joint Stock Company (10 Hours)**

Meaning; definition under the Company's Act 1956; types; difference between Public Ltd. and Pvt. Ltd. companies; formation procedure (promotion, incorporation, subscription and commencement); detailed study of Memorandum of Association, Articles of Association, Prospectus and Statement in lieu of Prospectus.

**UNIT II: Company Management (10 Hours)**

- i. Director – meaning; definition under Company's Act 1956; position; qualifications and disqualifications of a director; number of directors; powers, duties and liabilities of directors.
- ii. Managing Director – definition under Company's Act 1956; position; appointment and disqualifications; remuneration to Managing Director.
- iii. Company Secretary – definition under Company's Act 1956; position, qualifications; appointment; powers and duties of a Company Secretary.

**UNIT III: Company Meetings, Resolutions and Minutes (10 Hours)**

Company meetings - Meaning; types

- i. Shareholders meetings – statutory meeting; AGM and EGM; provisions regarding quorum, agenda, time and place of holding the meetings, notice; purpose of holding these meetings; business transacted at these meetings.
- ii. Board Meetings – provisions regarding time, place, notice, quorum, agenda; purpose of holding board meetings.

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Resolutions – meaning; types;

Minutes – meaning; signing

### **UNIT IV: Business Combinations (10 Hours)**

Business Combinations - Meaning; causes/reasons of combinations; economies (benefits) and diseconomies (evils) of combinations; types – horizontal, vertical forward and backward, lateral convergent and divergent, circular; forms – associations, federations, partial and total consolidations.

#### **Text:**

*M C Shukla*; Business Organization and Management; S. Chand Publication; 18<sup>th</sup> edition.

#### **Reference Book:**

Fundamentals of Business Organisation & Management by Y.K.Bhushan (Sultan chand & Sons

#### **Topics for assignments:**

6. Features of a Joint Stock Company.
7. Winding up of Joint Stock Companies.
8. Class meeting of shareholders.
9. Debenture holders' meetings.
10. Creditors' meetings.
11. Functions of Commodity Exchanges.
12. Services offered by Commodity Exchanges.

#### **Suggested topics for seminars and presentations:**

1. Launching a new business enterprise.
2. Comparison of different forms of business organizations.
3. Business combinations in practice.
4. Role of Public Sector Enterprises in India.
5. Regulation of Commodity Exchanges in India.

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**SEMESTER I**

**CORE COURSE – 104 Principles of Economics (Micro)**

**Introduction:** Knowledge has many branches and Economics is an Important and useful branch of knowledge. The knowledge of Economics is being used for initiating and accelerating growth in the Economies.

**Objective:**

1. To expose students to basic micro economic concepts.
2. To apply economic analysis in the formulation of business policies.
3. To use economic reasoning to problems of business.

**Total hours : 40**

**Number of credits: 3**

**Lectures per week: 3 of one hour each**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**UNIT 1 (10 lectures)**

**Introduction (10):**

**1. Definitions of Economics: Scarcity and Growth definitions (2)**

**2. Introduction to Micro Economics: (3)**

Definition, Scope, Importance and Limitations of Micro Economics

**3. Important Concepts (2):**

Economic goods and Free Goods, Price and Value, Want and Demand, Production Possibility Curve

**4. Economic Systems (3):**

Planned Economy, Free Market Economy and Mixed Economy

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### UNIT 2 (10 lectures)

#### Theory of Demand (10):

5. Meaning of Demand and Determinants of Demand – Demand Function (2),
6. Law of Demand, Expansion and Contraction of Demand, Increase and Decrease in Demand, Usefulness of Law of Demand, Exceptions to the Law of Demand (3),
7. Utility Analysis: Concept of Utility, Law of Diminishing Marginal Utility, Derivation of Demand Curve on the basis of the Utility analysis , Consumer's Surplus (5)

### UNIT 3 (10 lectures)

#### Theory of Supply (10):

8. Meaning of Supply, Determinants of Supply, Expansion and Contraction of Supply, Increase and Decrease in Supply (4)
9. Demand and Supply as determinants of Price (2)
10. Meaning of Market, Types of Market and their important features: Perfect Competition, Monopoly, Monopolistic Competition and oligopoly (4)

### UNIT 4 (10 lectures)

#### Theory of Distribution (10):

11. Marginal Productivity Theory of Distribution (2)
12. Rent: Concepts of Differential Rent and Scarcity Rent, Economic and Contract Rent, Quasi Rent, Pure Rent and Quasi Rent (2)  
Wages: Concepts of Time Wages, Piece Wages, Money wages, real Wages, factors determining real Wages. (2)  
Interest: Gross and Net Interest. Components of Gross Interest (1)  
Profit: Theories of profit – risk, uncertainty, innovation (3)

#### Text Book:

- (1) Micro Economic Theory by R. Cauvery (S.Chand Publication.)
- (2) Micro Economics by M.John Kennedy (Himalaya Publication)

#### Reference Books:

- (1) Modern Micro Economics by H.L Ahuja (S Chand Publication)
- (2) Modern Economic Theory by K.K Dewett (S. Chand Publication)
- (3) Elementary Theory by K.K. Dewett & J.D.Verma. ( S.Chand Publication.)
- (4) Principles of Economics by D.M.Mithani ( Himalaya Publication)

#### Topics for assignments:

1. Discuss Basic Economic Problems.
2. Explain the nature of Economics.
3. Explain the Main Types of Demand (Price, Income, Cross).
4. Distinguish between Giffen Paradox and Veblen effect.
5. Distinguish between Composite Supply and Joint Supply.
6. Explain the special features of Factor Pricing. How does Factor

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Pricing differ from Commodity Pricing?

7. Explain the Constituents of gross profit.

### **Suggested topics for seminars and presentations:**

1. Features of Modern Economy
2. Relevance of floor and ceiling prices in modern economic system
3. Regulated and unregulated markets and their consequences
4. Public goods and private goods

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**CORE COURSE – 105 IT Tools and Applications**

**Introduction:** Computers are a part of life-personal, social and professional. Use of computers has pervaded all forms of activities and all aspects of human society. It has become inevitable for students of management to learn computers and its application.

**Objectives:**

1. To introduce the students to the fundamentals of computers and familiarize them with the jargon commonly used by computer literates.
2. To introduce the students with some basic tools and applications which will enable them in e-communicating effectively and analyse data for decision making using data of different kinds.
3. To introduce the student to the internet and its applications and thereby empowering him to utilize e-sources for upgrading his knowledge base.

**Total Hours : 40**

**Total Credit: 3**

**Practical Sessions per week: 3 of one hour each**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**Unit-1 Introduction to Computers, Operating System,  
Windows & its Utilities (10 hours)**

- ❖ Computer system components, Input devices, Output devices, storage devices, computer storage elements, types of computer, Applications of computers, advantages of using computer
- ❖ **Operating System**
  - Computer software categories
  - Introduction to operating system
  - Types of User Interfaces
  - Functions of Operating Systems
  - Types of Operating Systems
  - Examples of Operating system
  - Booting Process
- ❖ **Windows**
  - Introduction to Windows, features of Windows, various versions
  - Components Of Windows
    - Desktop, icon, My computer, My documents, Network Neighborhood, Recycle bin, start menu, taskbar, Windows Explorer

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- Control Panel
  - Date & time, display, mouse, user accounts, add & remove programs
- ❖ Files and Folders
  - Creating Folder
  - Folder Operations (copying , moving and deleting)
  - Creating files & file operations
  - Creating Shortcuts
- ❖ System Tools
  - Disk Defrag
- ❖ **Internet and Outlook**
  - What is Internet
  - Most popular internet services
  - Functions of Internet like email, WWW, FTP, Usenet, IRC, instant messaging, Internet Telephony
  - How Internet works
  - Connecting to Internet
  - Managing emails
  - Using address book
  - Working with task list
  - Scheduling appointments
  - Reminders
  - Events
  - Journals
  - Notes

### **Unit-2 MS Word & Introduction to Excel (10 hours)**

- ❖ Creating, navigating and editing Word documents
- ❖ Formatting text of a document
- ❖ Formatting , viewing and printing a document
- ❖ Inserting and removing page breaks
- ❖ Insert Header and footers
- ❖ Viewing a document
- ❖ Page set up of a document
- ❖ Printing a document
- ❖ Working with tables and graphics
- ❖ Working with objects
- ❖ Mail merge and labels
- ❖ Spelling and grammar tools
- ❖ Autocorrect
- ❖ Auto text
- ❖ Auto format
- ❖ Inserting endnotes and footnotes
- ❖ Working with columns
- ❖ Inserting comments
- ❖ Creating index and tables from the content of document
- ❖ Counting words
- ❖ Macros
- ❖ Saving document with passwords.
  
- ❖ Introduction To Excel
  - Concept of workbook, worksheet, workspace

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- Types of data
- Formatting workbook
- Conditional formatting
- Sorting Data

### Unit 3 MS PowerPoint (10 hours)

- ❖ Creating , browsing & saving Presentation
- ❖ Editing & formatting slides
- ❖ Linking multiple slides using hyperlinks and advance buttons
- ❖ Using slide layouts
- ❖ Adding notes to the slides
- ❖ Editing and formatting slides
- ❖ Working with slide masters
- ❖ Inserting objects on the slide
- ❖ Animating objects
- ❖ Slide transitions
- ❖ Choosing preset animations
- ❖ Triggering animations
- ❖ Applying sound effects to animation effects
- ❖ Playing videos
- ❖ Rehearsing timings
- ❖ Slide show
- ❖ Slide show options(using pen pointer, highlighter)
- ❖ Pack & go
- ❖ Custom Show

### Unit 4: Advanced Excel (10 hours)

- ❖ Data validation
- ❖ Data filter (Auto & Advance)
- ❖ Charts
- ❖ What if analysis
  - Goal seek
  - Scenario
- ❖ Protecting Worksheet
- ❖ Types of error
- ❖ Functions and formulas
  1. Mathematical  
Round, ceil floor, fact, subtotal, sum , sum if
  2. Logical  
AND, OR, NOT, if
  3. Statistical  
Min, max, avg, count if
  4. Text  
Concatenate, Exact, find, left, right, len, lower, upper, trim
  5. Lookup  
Hlookup, Vlookup
  6. Date and Time  
Date, day, days360, hours, minute, now, second, time, today, year, datediff
  7. Financial Functions  
FV, IPMT, NPER, NPV, PMT, PV, Rate
- ❖ Pivot table

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- ❖ Data analysis (Standard deviation, Variance correlation, z-test, Chi-square)

### **Text Book:**

Working with Personal Computer Software (2<sup>nd</sup> Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain , Wiley –India Publications

### **Reference Books:**

Office 2003 in simple steps- Dreamtech Press.

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**SEMESTER I**

**CORE COURSE – 106 GENERAL ENGLISH**

**Introduction:**

It is impossible for a human being to experience every good or bad thing existing on this earth, but he can definitely learn from the experiences of others. This process of learning can be initiated if he acquaints himself with the literary works of the great masters. Such experiences sensitize the human being on issues pertaining to the struggle for human existence.

**Objectives:**

- To familiarize students with the best samples of writings in English so that they can learn the structure of the language as it is used creatively.
- To orient students to social and cultural issues.
- To acquaint students with different writing styles of English.

**Total Hours : 40**

**Number of credits: 3**

**Lectures per week: 3 of one hour each**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**UNIT I:**

- Selected Stories from Malgudi Days by R K Narayan (List of stories will be attached later)

**UNIT II:**

- Arms and the Man by Bernard Shaw

**UNIT III: Grammar:**

- Tenses

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- Subject-verb agreement
- Preposition
- Articles
- Modals

### **Unit IV: Speaking Skills:**

- Pronunciation (identification of sounds, vowels & consonants)
- Syllable division (from the list attached)
- Rhyming words
- Vocabulary from the texts.

### **Reference Books:**

1. Enrich your English – by CIEFL (Academic Skills book)
2. Contemporary English Grammar – Raymond Murphy
3. Essential English Grammar - Raymond Murphy

### **Topics for Assignments :**

1. Literary background of Malgudi Days
2. Literary background of Arms and the Man
3. Paragraph writing using words given in the vocabulary.
4. Identifying grammatical errors.
5. Correcting grammatical errors

### **Suggested Topics for Seminar:**

1. Life and works of R K Narayan
2. Life and works of Bernard Shaw
3. Comparison of the stories of Malgudi Days with the TV serial Malgudi Days
4. The picture of India as presented in R K Narayan's short stories (other than the ten stories given in the syllabus)
5. Importance of Reading in Language Learning

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**SEMESTER I**

**CORE COURSE – 107 BASIC MATHEMATICS**

**Introduction:**

The student will understand the mathematical concepts and terminology involved in Linear Algebra, Function, Permutation and Combination. The course focuses on how to interpret and solve business-related word problems and to develop simple mathematical models from a business perspective.

**Objective :**

To create a better understanding of Mathematical concepts in solving business related problems. The course serves as a good foundation for further study in management, accounting ,marketing and finance.

**Total Sessions: 40 sessions**

**Total Credits: 3 credits**

**Module I: 10 Sessions**

**Set theory**

Introduction  
Types of Sets  
Venn Diagrams  
Operations on Sets  
Cartesian Product of two Sets  
Applications

**Module II: 10 Sessions**

**a. Function**

Definition  
Types of functions  
Some functions in Commerce and Economics  
Applications

**b. Limit**

Introduction  
Definition and working rules of Limit  
Some Standard Limits

**Module III: 10 Sessions**

**Permutations and Combinations**

Introduction  
Important notations, meaning  
Applications

**Module IV: 10 Sessions**

**a. Co-ordinate Geometry**

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Introduction

Cartesian Co-ordinate system

Distance formula

Line and slope of a line

Different forms of equations of a line

Applications

### **b. Arithmetic and Geometric Progression**

#### **Assignment:**

1. Assignment on set theory
2. Assignment on function and limit
3. Assignment on permutation and combination
4. Assignment on co-ordinate geometry and arithmetic & geometric progression

#### **Seminar Topics:**

1. Prepare a project on the application of function used in real life.
2. Use of permutation and combination in TRANSPORT SYSTEM.

#### **Text Books:**

1. Business Mathematics: Sancheti and Kapoor
2. Business Mathematics: Kashyap Trivedi and Chirag Trivedi

#### **References:**

1. Business Mathematics . (Second Edition) – Qazi Zameeruddin, Vijay K Khanna, SK Bhambri. (Vikas Publication)
2. Business Mathematics –II – J. K. Singh , Deepti Rani. (Himalaya Publishing House)
3. Mathematics for Management An Introduction – M Raghavachari (Tata Mc Graw Hill)

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**SEMESTER-II**

**CORE COURSE – 108 Principles of Management-2**

**Introduction:** The field of management has undergone a sea change and has today assumed the form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and new issues and findings are constantly emerging. This field is attracting many people who want to undergo a formal training in this area.

**Objective:** This subject is designed to provide a basic understanding to the students with reference to working of business organizations through the process of management. The first part of this course (offered in the first semester) will give a brief understanding of the managerial functions of planning (including decision-making) and organizing. The second part (offered in the second semester) will throw light on the managerial functions of staffing, directing and controlling.

**Number of credits: 3**

**Lectures per week: 3**

**Total Sessions: 40**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**UNIT I: Staffing**

Meaning;

- A. Human Resource Planning – Meaning; importance.
- B. Job Analysis – Meaning; importance.
- C. Recruitment – Meaning; only sources of recruitment.
- D. Selection – Meaning; only the selection process.
- E. Training – Meaning; methods of training – job rotation, lectures/conferences, vestibule (a short note on these).

**UNIT II: Directing**

Meaning; Principles of directing

- A. Motivation – Meaning; Theories of motivation - Herzberg's Two-Factor theory, McGregor's Theory X and Theory Y, Theory Z.
- B. Leadership – Meaning; Theories of leadership – Blake and Mouton's Managerial grid, Leadership Continuum.
- C. Communication – Meaning; importance.

**UNIT III: Control**

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Meaning; nature of control; importance of control; the control process; essentials/principles of effective control system; techniques of control – Break-Even Analysis.

### **UNIT IV: Emerging issues in Management**

4. Knowledge Management – Meaning; objectives.
5. Technology Management – Meaning; functions, limitations.
6. Corporate Social Responsibility – Meaning; arguments for and against CSR.

#### **Text:**

1. *L. M. Prasad*; Principles of Management; Sultan Chand and Sons, 6<sup>th</sup> edition.
2. *Karminder Ghuman and K. Aswathapa*; Management – Concept, Practice and Cases; Tata McGraw Hill; 1<sup>st</sup> edition (2010)

#### **Reference Book:**

1. *Gupta, Sharma and Bhalla*; Principles of Business Management; Kalyani Publications; 1<sup>st</sup> edition.

#### **Suggested topics for seminars and presentations:**

1. Total Quality Management.
2. Management Information System.
3. Use of symbols in communication.
4. Management practices across cultures.

#### **Topics for assignments:**

1. McClelland's Needs theory of motivation.
2. Autocratic style of leadership.
3. Democratic style of leadership.
4. Free-Rein style of leadership.
5. Budgetary Control.
6. Constituents of Knowledge Management.
7. Challenges facing Technology Management.
8. Approaches to Corporate Social Responsibility.

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**SEMESTER-II**

**CORE COURSE – 109 COST ACCOUNTING**

**Introduction:**

Owing to the growing need of inculcating cost consciousness and encourage cost-reduction efforts, the area of cost accounting has emerged as a vital branch of accounting. The modern -day businesses in the manufacturing as well as service sectors are faced with the challenges of intense competition nationally and globally. Hence, these business units are forced to recognise the impact of cost control and cost reduction on profits. At the root is the need to thoroughly understand the types, nature, behaviour and effect of the various elements of cost on the pricing, production and profits. For the managers, knowledge of cost accounting is a prerequisite to successful management accounting.

**Objectives -:**

1. To introduce the basics of cost accounting and enabling the student to correlate the two branches namely financial and cost accounting.
2. To build a base for learning management accounting.

**Number of credits: 3**

**Lectures per week: 3**

**Total Sessions: 40**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT (TOPIC)	WEIGHTAGE (MARKS OUT OF 70)
<p><b><u>UNIT – I – (25%)</u></b></p> <p><b>BASIC CONCEPTS OF COSTING:</b>                      Meaning of Costing, Objectives of Cost Accounting, Functions of Cost Accountant, Advantages of Cost Accounting, Objections to Cost Accounting, Elements of Cost, Types of Costing, Cost Classification, Methods of Costing, Terms used in Costing (cost concepts for decision making)</p>	<p><b>25%</b> <b>(17 MARKS)</b></p>

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<b><u>UNIT – II – (25%)</u></b>  <b>UNIT COSTING</b> Preparation of Simple cost Sheet (Only single product costing), Tender Cost Sheet (Estimated Cost Sheet)	<b>25% (18 MARKS)</b>
<b><u>UNIT – III – (25%)</u></b>  <b>RECONCILIATION OF COST AND FINANCIAL ACCOUNTING</b> Preparation of Reconciliation Statement based on Cost Sheet and Profit & loss Account. (Preparation of Cost Sheet and/or Profit & Loss Account and preparation of Reconciliation Statement)	<b>25% (17 MARKS)</b>
<b><u>UNIT – IV – (25%)</u></b>  <b>NON-INTEGRAL ACCOUNTING (COST CONTROL ACCOUNTS)</b> Cost ledger Control Accounts, Journal entries and preparation of Cost control Accounts.	<b>25% (18 Marks)</b>

### **Text Book:**

Cost Accounting Text and Problems by M. C. Shukla, T. S .Grewal and M. P. Gupta  
– S Chand – 10<sup>th</sup> Edition

### **Ref. Books :**

Management Accounting by Paresh Shah – Oxford University Press  
Cost Accounting by J. Made Goda – Himalaya Publishing House – 1<sup>st</sup> Edition  
Cost Accounting by Jawahar Lal & Seema Srivastava – Tata McGraw Hill  
Publication - 2008 Edition

### **Topics for Assignment:**

2. Application of different costing techniques in various industries
3. Direct & Indirect Expenses classification
4. Cost Accounting Records for movement of material and details of labour

### **Topics for Seminar and Quiz:**

7. Contemporary issues in Cost Accounting
8. Developing costing technique for a specific industry
9. Cost Accounting Software used in various industries
10. Practical application of uniform costing in various industries
11. Use of Costing in Service Industry
12. Cost Reduction and cost control techniques

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**SEMESTER-II**

**CORE COURSE – 110 GROWTH AND STRUCTURE OF INDUSTRIES**

**Introduction:**

India is developing economy. Industrialization has a major role to play in the economic development of a country. The government of India launched the process of industrialization as conscious and deliberate policy of economic growth in early fifties.

**Objectives -:**

1. To expose students to a new approach to the study of the Indian Industries.
2. To help the students in analyzing the present phase of the Indian Industries & Services
3. To acquaint students with the emerging issues in Industrial & Service sector in the light of policies of liberalization and globalization.

**Number of credits: 3**

**Lectures per week: 3**

**Total Sessions: 40**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**UNIT-1 (9)**

**1. Introduction (4)**

Meaning of industry and industrialization, Significance of industrialization in India, Factors hampering India

**2. Location of Industries ( 5)**

Meaning and importance of location, Weber's theory of location and factors affecting location, Agglomeration and Deglomeration, Dynamics of industrial location

**UNIT-2 (11)**

**3. Public Sector in Indian Economy (4)**

Role of PSUs in India, Performance of PSUs and Problems of PSUs,

**4. Private Sector in Indian Economy (4)**

Role of Private Sector in India, Performance of Private Sector in the Post Liberalisation phase in India, Problems of Private Sector ,

**5. Growth and Contribution Of Service Sector in India (3)**

UNIT-3 (10)

**6. Small Scale and Cottage Industries (10)**

Meaning, characteristics and classification (cottage, modern SSI and tiny units), Importance of SSI in Indian economy, Problems faced by SSIs, Policy measures for SSIs (Government Assistance to SSIs, Industrial Estates, DICs, Policy of reservation for SSIs), the industrial policy 1991 and SSIs, Financial Institutions for SSI (NSIC, SIDBI, SFCs, SIDC)

UNIT-4 (10)

**7. Industrial Policy( 3)**

- a). An outline of the industrial policies in the pre-reform (1991) period.
- b). Provisions of the industrial policy after 1991

**8. Policies for Industrial Sickness (4)**

Meaning of industrial sickness, causes of industrial sickness in India, Government's measures for sick industrial units

**9. Indian Industries and the Energy problem (3)**

Sources of Energy, Energy Crisis and Measures to solve Energy Crisis

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**Text Book:**

- (1) Indian Economy (28<sup>th</sup> Revised Edition) by Mishra & Puri  
(Himalaya Publication)
- (2) Industrial Economy of India by S.S.M Desai & N. Bhalerao

**Reference Book :**

- (1) Indian Economy by Datt & Sundharam (S.Chand Publication)

**Topics for Assignment**

- 9. Classification of Industries
- 10. Measures to improve efficiency of PSUs
- 11. Five Year Plan & Small Scale Industries
- 12. Occupational Structure in India

13. Importance of infrastructure in economic development

**Suggested Topics for Seminar**

1. Industrial Development during Planning
2. Need for Macro Finance in India
3. Role of Industries in the development of Indian Economy
4. Role of Human Recourses in the development of Indian economy

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**SEMESTER-II**

**CORE COURSE – 111 Principles of Economics (Macro)**

**Introduction:**

Macro Economics is a broad field of study. It is a branch of Economics dealing with the performance, structure, behavior & decision making of the entire Economy.

**Objectives:**

1. To study the behaviour and working of the economy as a whole.
5. To study relationships among broad aggregates.
6. To apply economic reasoning to problems of business and public policy.

**Number of credits: 3**

**Lectures per week: 3**

**Total Sessions: 40**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**UNIT –I (10)**

**14. Introduction to Macro Economics: (2)**

Definition, Scope, Importance and Limitations of Macro Economics (2)

**15. National Income (NI) Accounting: ( 2+1+3+3+1=8)**

Meaning of NI and Circular Flow of NI (in Four sector economy) (2)

Stock and flow concept, NI at Current Price and NI at Constant Price (1)

Various concepts of NI (GNP, GDP, NNP, NDP), Personal Income, Disposable Income (2)

Methods for measurement of NI (2)

Difficulties in measurement of NI (1)

**UNIT – II (10)**

**16. Theory of Income and Employment ( 7)**

Keynes' consumption function (2),

Investment function (2),

Keynesian theory of Income and employment (2),

Investment multiplier (1)

**4. Interest rate theory - Liquidity Preference Theory (3)**

**UNIT – III (5+3+2=10)**

**B. Money (5)**

Definition and Functions (2),

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Stocks of Money (M1, M2, M3 and M4) (1),  
Credit creation by Commercial Banks (2)

### **C. Inflation (3)**

Meaning of Inflation, Deflation, Stagflation and Causes of inflation, Measures to Control Inflation (3)

### **D. Business cycle (2)**

Meaning, characteristics and phases (2)

### **UNIT – IV (3+3+4 = 10)**

#### **E. Monetary policy (3)**

Meaning, Objectives and Tools (3)

#### **F. Fiscal policy (3)**

Meaning, Objectives and Tools (3)

#### **G. Balance of Payments (4)**

Meaning, Structure, Causes of Disequilibrium and Methods of Correcting Disequilibrium (4)

### **Text Book**

- D. Macro Economics by D.M.Mithani (Himalaya Publication)
- E. Macro Economics by R. Cauvery (S.Chand Publication.)

### **Topics for Assignment**

- 13. Functions of Commercial Banks
- 14. Functions of Central Banks
- 15. Factors affecting Business Cycle
- 16. Use of National Income Data
- 17. Difference between BOT and BOP

### **Topics for Seminar**

- 5. Inflation in India
- 6. Economic Growth and Economic Development
- 7. Role of Economic Policies in Economic Growth
- 8. Relationship between Inflation and unemployment

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**SEMESTER-II  
CORE COURSE – 112 Business Mathematics**

**Introduction of Business Mathematics:**

The student will understand the mathematical concepts and terminology involved in Derivatives, basic arithmetic operations on vectors and matrices, including inversion and determinants.

**Objective :** The objective of the course is to introduce the student to the basics in mathematics utilized for pricing of financial derivatives. To provide the student basic understanding of the mathematical ideas and technical tools used in modeling. Prepare students for subsequent work in their business majors and for their future careers in the business community.

**Total Sessions: 40 sessions**

**Total Credits: 3 credits**

**Module I: 11 Sessions**

**Derivative and its applications**

Introduction, Definition, Derivative of a function of one variable  
Derivative of standard functions ( e.g.  $x^n$ ,  $a^x$ ,  $e^x$ ,  $\log x$ ) (without proof)  
Rules of derivative (Addition, Subtraction, Multiplication, Division, Chain)  
Examples  
Logarithmic differentiation  
Marginal Revenue function, Marginal Cost function, Profit function  
Price elasticity of demand and supply

**Module II: 9 Sessions**

**Second order derivative**

Introduction, definition and examples of second order derivatives  
Maxima and Minima of a function  
Applications: Profit, Revenue Maximization and Cost Minimization  
Partial derivative and its applications to functions of two variables

**Module III: 10 Sessions**

**Matrix Algebra**

Introduction  
Types of matrices  
Addition and subtraction of Matrices  
Multiplication by scalar, Multiplication of two matrices  
Inverse of matrix ( up to 3x3 matrix using adjoint matrix)  
Applications to business problems and solving simultaneous equations up to 3 variables

**Module IV: 10 Sessions**

**Mathematics of Finance**

Introduction, simple interest, compound interest

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Effective rate of interest

Present value

Annuity

Simple applications

### Assignment Topics:

1. Assignment on derivative and its applications
2. Assignment on matrices
3. Assignment on mathematical finance

### Seminar Topics:

3. Matrix application in the salary system of an office.
4. Financial project as a part of savings and investment.
5. Use of financial mathematics on personal savings.

### Text Books:

3. Business Mathematics: Sancheti and Kapoor
4. Business Mathematics: Kashyap Trivedi and Chirag Trivedi

### References:

4. Business Mathematics . (Second Edition) – Qazi Zameeruddin, Vijay K Khanna, SK Bhambri. (Vikas Publication)
5. Business Mathematics –II – J. K. Singh , Deepti Rani. (Himalaya Publishing House)
6. Mathematics for Management An Introduction – M Raghavachari (Tata Mc Graw Hill)

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**SEMESTER-II**

**CORE COURSE – 113 Communication Skills**

**Introduction:** On a daily basis we work with people who have different opinions, values, beliefs, and needs than our own. Our ability to exchange ideas with others, understand others' perspectives, solve problems and successfully utilize the steps and processes presented in this training will depend significantly on how effectively we are able to communicate with others. Hence it becomes imperative to have some understanding of the complex and dynamic structure of modern communication and develop communication skills.

**Objectives:** (1) To provide basic understanding regarding the Fundamentals and Forms of communication  
(2) To develop language skills.

**Number of credits: 3**

**Lectures per week: 3**

**Total Sessions: 40**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**UNIT I: Fundamentals of Communication:**

**Hours: 10**

9. Importance of Communication
10. Definition and process of communication and feedback in Communication
11. Barriers to effective Communication
12. Features of effective Communication

**UNIT II: Forms of Communication:**

**Hours: 10**

18. Types of Communication (Verbal and Non-verbal with sub-types)

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19. Dimensions of Communication (Formal and Informal, Horizontal, upward, downward)
20. Listening and its Types
21. Computer as a medium of modern communication and ethics related to it.

### **UNIT III: Text**

#### **Hours: 12**

Men of Steel: India's Business Leaders in Candid Conversation with Veer Sanghvi.

Author: Veer Sanghvi

Pub: Roli books, 2007.

Short Question-answers should be asked from the text.

### **UNIT IV: Language Skills**

#### **Hours: 8**

- Business Idioms (as per list attached – marks allotted 3/14),
- Business Phrases (As per list attached – marks allotted 3/14),
- Paragraph Writing (Marks allotted 8/14)

#### Reference Books:

- F. Business Communication Today – By Bovee, Thill, Schazman
- G. Business Communication – by Pal and Korlahalli
- H. Business Communication – by S M Rai and U S Rai
- I. Business Communication – Meenakshi Raman and Sangeeta Sharma
- J. Business Communication – by Asha Kaul
- K. Contemporary Business Communication – Scott Ober
- L. Business Communication – By Sangeeta Magan
- M. Business Communication – by Meenakshi Raman and Prakash Singh (Case Method Approach)
- N. Business Communication – by N S Pradhan and Homai Pradhan
- O. Business Communication – by P D Chaturvedi and Mukesh Chaturvedi
- P. Modern Commercial Correspondence – by R S N Pillai and Bagavathi
- Q. Enrich your English – by CIEFL (Academic Skills book)
- R. Contemporary English Grammar – Raymond Murphy
- S. Essential English Grammar - Raymond Murphy
- T. Business Maharajas – Gita Parimal

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### **Suggested Topics for Seminars:**

- H. Different Media of Communication (the students can write seminar papers on various media, i.e., social networking etc.)
- I. Cross Cultural Communication
- J. Methods to Initiate and Facilitate Feedback in the Modern World
- K. Problems faced by learners of English as a second language and their possible Solutions
- L. Comparative study of communication styles of various successful leaders.

Assessment to be done on the basis of quizzes, assignments and tests/exam. Quizzes and tests to be set from the syllabus itself. Suggested areas/topics for assignments:

### **Suggested Topics for Assignments/Quiz:**

- 1. Listening Comprehension
- 2. Case analysis to test the effectiveness of Communication (Unit 1 & 2)
- 3. Vocabulary from the text book. (Unit 3)
- 4. Contextual usage of idioms, phrases. (Unit 4)
- 5. Success Stories of Entrepreneurs (other than the text book)

### **List of Business Idioms**

- 1. Across the board = including everyone or everything
- 2. Banker's hours= short work hours
- 3. Big gun/cheese/wheel/wig= an important person, a leader
- 4. Calculated risk= an action that may fail but has a good chance to succeed
- 5. Company man= a person who always works hard and agrees with his employees
- 6. Cut corners= economize
- 7. Gain ground= go forward, make progress
- 8. Get a break= get an opportunity or good deal
- 9. In short-supply= not enough, in less than the amount or number needed

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10. In the black= successful or making money
11. In the red= losing money, unprofitable
12. Sell like hotcakes= sell very quickly
13. Take a nosedive= collapse, fail, decrease in value
14. Tight spot= a difficult situation
15. Bitter pill to swallow= bad news; something unpleasant to accept
16. On top of trends= modern; aware and responding to the latest tastes
17. (To) pass the buck= to shift the blame; to blame somebody else
18. Mix business with pleasure= to combine work and social activities.
19. Go about your business = to do what you usually do
20. (To) keep one's eye on the prize= to stay focused on the end result
21. (To) keep something under wraps= to keep something secret
22. To dot your i's and cross your t's= to be very careful; to pay attention to details
23. (to) drum up business= to create business; to find new customers
24. (to) compare apples to oranges= to compare two unlike things; to make an invalid comparison
25. throw money at something= try to solve a problem by spending money on it

### List of Business Phrasal Verbs

7. bail out= help or rescue a person/company
8. break even= have expenses equal to profits
9. buy off= use a gift or money to divert someone from their duty or purpose
10. back out of = desert; fail to keep a promise
11. buy out= buy the ownership or a decisive share of something
12. close down= close permanently
13. cross out= eliminate
14. cut off = interrupt; sever; amputate
15. cut down = reduce in quantity
16. close out = sell the whole of something, sell all the goods
17. Call in= Ask to come to an official place for a special reason
18. Check into = Investigate
19. draw up =write; compose (a document)
20. figure out = find an answer by thinking about something

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- 21. fall back on = use for emergency purpose
- 22. hold off = delay; restrain
- 23. kick back = money paid illegally for favourable treatment
- 24. run for = campaign for
- 25. spell out = enumerate; state in detail
- 26. take over= take control or possession of something, take charge or responsibility
- 27. work out = plan, develop
- 22. Write off = remove from a business record, cancel a debt
- 17. Shell out = To pay for something, usually something you would rather not have to pay for
- 18. Put aside = To save money for a specific purpose
- 19. Turn down = Decrease volume

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**SEMESTER-II**

**CORE COURSE – 114 PRACTICAL STUDIES**

**Introduction:**

The BBA programme aims at providing a practical insight to the student in the various functions of business enterprises. It is this aspect which gives a learner an edge over other programmes in same area. Lack of industry- exposure would prove fatal and hence a student of management needs to undergo practical training to sharpen his theoretical skills and knowledge.

**Objectives:** This course aims at bridging the gap between theory and practice by providing an opportunity to the student to acquire basic understanding of the functioning of a business organisation. It attempts to introduce a student to the various functional areas of management through industrial exposure followed by report writing and *viva-voce*. It also aims to sharpen the communicative skills of the students through practical training in some of the important skills required to be mastered by middle and higher level managers.

**Number of credits: 3**

**Lectures per week: 4 ½**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

20. **GENERAL INSTRUCTIONS:-**

13. The practical studies paper be incorporated in the second semester of B.B.A. course with 3 credits and 4 ½ hours per week in the following manner:-

Component	Hours per week
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Communication practicals	3 ½
Project work	1
<b>Total</b>	<b>4 ½</b>

14. Each batch for practical studies should not have more than 40 students. For every batch 3½ hours per week have to be allocated for communication practicals and 1 hour per week for the project work.

15. The evaluation of communication skills practicals will consist of role plays and speech making whereas the project work will be evaluated on the basis of project report and individual viva-voce.

16. The marks allocation will be as follows:-

Evaluation	Internal		External	
Communication Practicals	15 Marks		35 Marks	
Details	Role play 9	Speech making 6	Role play 20	Speech making 15
<b>Project work</b>	<b>15 Marks</b>		<b>35 Marks</b>	
Details	Viva voce 9	Project report 6	Viva voce 20	Project work 15
<b>Total Marks</b>	<b>30</b>		<b>70</b>	
<b>Minimum Passing Marks</b>	<b>12 (out of 30)</b>		<b>28 (out of 70)</b>	

17. The marks for practical studies shall be considered for deciding class and percentage of the student.

18. Minimum passing marks shall be at par with other subjects i.e. 40%.

### 21. **GUIDELINES FOR PROJECT WORK:-**

22. The visit should be to a manufacturing unit, which can be of any size and any form of organisation.

23. A batch of 35 to 40 students should be taken for the visit.

24. Students are required to prepare an individual report based on information gathered during the visit and/or sessions with industry representatives in consultation with the concerned teacher.

25. The report can be of 30 to 40 pages, more descriptive in nature. Use of graphics and pictures should be minimised. Also, mere reproduction of secondary data should be avoided. It should cover the

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following areas:-

**M. COMPANY PROFILE:-**

Name, Registered address, Brief History, Mission, Vision, Products, Form of organisation, Organisation Structure, Locational issues, Awards and Achievements.

**N. PRODUCTION:-**

Product classification, Production process, Production capacity, Plant layout, Raw material and its procurement, Ways to handle industrial waste.

**O. MARKETING:-**

Basic data about product, price distribution and promotion as 4 p's of marketing, Competitors.

**P. HUMAN RESOURCES:-**

Number of employees at each level, shifts , Recruitment, Selection, Training initiatives, Compensation, Policies regarding promotion and transfer.

**Q. FINANCE:-**

Investment in the organisation, Sources of funds, Last 3 years sales turnover, Profit and Loss account and Balance Sheet. (if available)

**R. SOCIAL RESPONSIBILITY AND FUTURE PLANS OF THE ORGANISATION.**

**U. Guidelines for FYBBA Communication Skills Practical**

28. Speech Making: The students would be asked to make extempore speeches on current topics (could be related to social evils, economic developments, political conditions, etc.) for the duration of 3 minutes.

29. Role Play: Role Play can be related to any of the following topics.

26. Conversing with an insurance agent

27. At a bank

28. At a shop

29. At a travel agency

30. At a ticket counter

31. Medical Representatives

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32. Clients/patients to a counselor
33. Taking interviews (like a media personnel) of celebrities
34. Reactions/evasive replies/ negative responses to unwanted telephone calls
35. Conversation between teacher-student/boss-employee

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**SEMESTER I**

**ELECTIVE COURSE(EC-101): HEALTH EDUCATION**

**Introduction:**

Health education in India is a state government liability, with the national health policy laying down the necessary health policy in India. Health education is today's need. It helps to create a healthy society. Poor health is frequently caused by unhealthy environment, by lack of information and by wrong health services. Health education assists in obtaining good health by creating healthy environment, providing correct information and good health services.

**Objectives:**

22. The main objective of health education programs is to inspire students to preserve and improve their health and trim down the health related risk behaviors.
23. Health education promotes one's responsibility to one's health by addressing health concerns such as nutrition, exercise, fitness, disease prevention, growth and development, environmental and social health, conflict resolution and violence protection.

**Number of credits: 2**

**Lectures per week: 2 of one hour each**

**Total sessions : 24**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

- Unit 1: -
- a) Concept of Health & Health education
  19. Health Education – Aims, Principles, Contents and Methods.
  20. Levels of Health Care in India, 3-Tier system of health care
  21. Positive health : Meaning & Spectrums
  22. Role of Heredity & Environment

- Unit 2: -
- a) Nutrition:
    - Proximate Principles
    - Balance diet
    - Malnutrition
  - ILL effects of Smoking, Drugs and Alcohol
  - School Health services & Programme
    - Aspects
    - Role of the Physical Education Teacher, Principal and Doctor

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- Unit 3: - Community & Environmental Health
- Pollution:- Its causes & effect on health
    26. Air Pollution
    27. Water Pollution
    28. Noise Pollution
  - Occupational Hazards
  - Housing
  - Population: - Policy, explosion, dynamics & family welfare Programme

- Unit 4:-
- a) Epidemiology of Communicable Disease
    - Small & Chicken Pox
    - Tuberculosis
    - Measles & Mumps
    - Malaria, Dengue and Chickengunia
    - Rabies, Jaundice & Yellow fever
  - b) Epidemiology of Non-Communicable Disease
    - Coronary Heart Disease (CHD)
    - Cancer
    - Diabetes
    - Hypertension
  - c) Sexually Transmitted Diseases

### Reference:

24. Park J.E., Park K. ***Text Book for preventive and social Medicine*** Jabalpur : Message Banarasidas Bhanet 1980 Edn.8
25. Turner C.E. ***The School Health and health Education*** (st. Louis : TheC.V.
26. Mosby Co. 1952) Edn. 2
27. Bedi, Yashpal, ***Social and preventive Medicine*** (Delhi: Atamaram & Sons1983).
28. Ghosh B.N. ***A Treaties of Hygiene and Public Health*** (Calcutta : Scientific Publication Co. 1952) Edn. 2

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**SEMESTER I**

**ELECTIVE COURSE (EC-101):  
LEARNING FROM WORLD LEADERS**

**Introduction:** It brings together the ideas, innovations and achievements of the great world thinkers and leaders of contemporary times for the students to learn and benefit from. In studying the selections, the students will get to discuss and debate a wide range of topics—from academic disciplines, such as philosophy, history, sciences, psychology, literature, performing arts and theatre to social and cultural issues and much more. This will provide the students with a window into a critical understanding of the globalized world. The personalities selected in this course are indicative, and additions or changes can be made according to the choice of the teachers, giving them a leeway to adapt the course to their own teaching methods and pedagogic requirements. Approximately two selections from each category need to be studied during the course. A typical course would include an extract from the life story/work/speech/personal correspondence/biography, etc., of these personalities, an annotated description of the context of the personality, his/her work and contribution to humanity.

**Objectives:**

- S. To provide an opportunity to the students to 'learn by example' from great leaders belonging to the various fields
- T. To inspire the GENEXT to evolve into fine thinking individuals who will live more contented lives and also perform meaningful functions and activities for ones own self and the society.

**Number of credits: 2**

**Lectures per week: 2 of one hour each**

**Total sessions : 24**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

<b>Units</b>	<b>Topics and Subtopics</b>
<b>I. From the World of Sciences</b>	<b><i>Extracts from the life stories and works of: (Any Two)</i></b> Einstein, Edison, Rutherford, Marconi, C. V. Raman, Ronald Ross; Marie and Pierre Curie; Alexander Fleming; Frederik Sanger
<b>II. From the World of Industry</b>	<b><i>Extracts from the life stories and works of: (Any Two)</i></b> Bill Gates; Larry Page and Sergey Brin; John Ford; Steve Jobbes; Lee Iaococca; Rupert Murdoch; Richard Branson; Marjorie Scardino;
<b>III.</b>	<b><i>Extracts from the life stories and works of: (Any Two)</i></b>

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<b>From the World of Politics and Social Enterprise</b>	Abraham Lincoln, Lenin, Nelson Mandela; Barack Obama, Gorbachev, Mustafa Kemal Pasha; Yitzhak Rabin; Sukarno; Ong San Su Kyi; Golda Meyer;
<b>IV. From the World of Arts, Culture, and Sports</b>	<b><i>Extracts from the life and stories of: (Any Two)</i></b> Hellen Keller; Charles Chaplin; The Beatles; Michael Angelo; Picasso; Tyeb Mehta; Danny Boyle; Richard Attenborough; Pele; Bolt; Jessie Owens; Bryan Lara, Don Bradman

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**SEMESTER I**

**ELECTIVE COURSE (EC-101): CULTURE AND CIVILISATION**

**Introduction:**

Culture and Civilisation are often used synonymously. Culture is the passing of traits from one generation to another and civilisation is the result of culture. A human being's existence in the society is governed by several forces. One of the main factors affecting the life of an individual is the culture in which he grows and survives. Culture is responsible for the behaviour and attitude of an individual for everything he does or does not do. In modern times it is also necessary to understand the impact of corporate culture, business culture etc. The cultural variations often lead to an imbalance in the personal and professional life of an individual. Therefore it is necessary to understand the basic aspects of culture and civilisation.

**Objectives of the Course:**

1. To introduce the students the basic concepts of Culture and Civilization.
2. To get an overall idea about Indian Culture with special reference to business.
3. To get an idea about Organisational and Corporate Culture.

**Number of credits: 2**

**Lectures per week: 2 of one hour each**

**Total sessions: 24**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**Module - I:** Culture- concept, meaning & definition - Elements of culture - Discourses on culture in 19th and 20th Centuries (*an overview*) - Layers of culture - Manifestations of culture - Civilization - concept, meaning & definition -

Characteristics of civilization - difference between culture and civilization - Cultural diversity - Dimensions of cultural diversity,

**Module-II :** Indian Culture & Heritage - cultural diversity of India - Geographic - Religious - Languages – Clothing and attire - Food habits - Cultural - Economic Culture &History of India {*Trade & Industrial Organization,*

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*Traders & Shopkeepers, Inland routes and Trade marts, Exports & Imports, Production centers & Specialization, Credit & Banking, Barter & Medium of exchange, Labour and vocational mobility*) - Business culture of India - Specialty of Indian business style - Industrialization in India - History of Industrialisation - Industrialisation today -

**Module-III :** Business culture - business culture models - Interpersonal interaction model & Risk and feedback model (*Power culture, Achievement culture, Support culture, Role culture, Macho, Tough-guy culture, Work-hard and Play-hard culture, Bet-the-Company culture & Process Culture*).- Business culture consultants - Organisational culture and business history - Typologies of organizational culture - Key elements of organization culture. - Organisation culture & Ethics.

**Module-IV:** Corporate culture - Evolution of Corporate culture - Corporate culture and organizational culture - Necessity for designing - Corporate culture, values and strategic change - Organisational capabilities - Changing and  
--cultivating a positive corporate culture - a better Corporate culture - Corporate culture and performance – Corporate culture and its historical context in India - Corporate culture and Indian Industries.

**Recommended Books:**

1. Classical Readings on Culture and Civilisation (International Library of Sociology) by Stephen Mennell and John Rundell (Routledge)
2. The Culture And Civilisation Of Ancient India In Historical Outline by DD Kosambi (Vikas Publishing)
3. Glimpses of Indian Culture by Dr. Giri Raj Shah (Paperback)
4. Culture Wise India: The Essential Guide to Culture, Customs & Business Etiquette by Noel Gama
5. India - Culture Smart!: The Essential Guide to Customs & Culture Becky Stephen [Paperback]
6. Religion and Culture In Indian Civilization by Amit Kumar Sharma (Publisher D.K. Printworld (P) Ltd.)

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**SEMESTER I**

**FOUNDATION COURSE (FC-101): INTRODUCTION TO LOGIC**

**Introduction:** Logic lies at the root of all rational action. Whether in daily life or in the practice of the most complicated of sciences and computing, logic remains the cornerstone on which human beings have created their civilization.

**Objectives:**

23. To introduce the students to the basics of logic since logic trains the students' minds to think correctly and clearly, teaches them how to avoid the pitfalls in thinking, and to distinguish between rights from the wrong methods of thinking.
24. This knowledge will be applied in their academic, personal and cultural lives.
25. Introduction to Logic will provide lessons that will help them in preparation of their careers, sharpen their intelligence, and open the joys in logical thinking.

**Number of credits: 2**

**Lectures per week: 2 of one hour each**

**Total sessions : 24**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

<b>Units</b>	<b>Topics and Subtopics</b>
<b>I. Logic, language and reasoning</b>	<ol style="list-style-type: none"> <li>1. Introduction to the basic concepts of logic: Propositions, arguments, premises, conclusions, deductive and inductive arguments, validity and truth.</li> <li>2. How to analyze arguments</li> <li>3. Functions of language: Emotive and neutral language, ambiguity and disputes. Structure of definitions.</li> <li>4. Fallacies and its types: relevance, defective induction, presumption, and ambiguity</li> </ol>
<b>II. Deductive logic</b>	<ol style="list-style-type: none"> <li>26. Categorical propositions and the theory of deduction</li> <li>27. Square of opposition</li> <li>28. Visual logic</li> <li>29. Syllogism in daily language and categorical syllogism</li> <li>30. The basics of Symbolic logic</li> <li>31. Basic methods of deduction</li> </ol>

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- |  |   |
|--|---|
| <b>III. Inductive Logic</b>                                  | 32. Quantification and its methods                          |
|  | 33. Analogical and Causal Reasoning                         |
|  | 34. Understanding the scientific functions of hypothesis    |
| <b>IV. Logic in Indian and Western Philosophical Systems</b> | 35. Basics of probability                                   |
|  | 36. Indian philosophy and the main schools of thought       |
|  | 37. Concept and tradition of logic in Indian philosophy     |
|  | 38. Introduction to the history of logic in Western thought |
|  | 39. Comparing Indian and Western systems of Logic           |

### **Recommended Books:**

1. Introduction to Logic by Harry J. Gensler (Routledge Publisher)
2. Introductory Logic: Student (4th edition) by James B. Nance and Douglas J. Wilson (Canon Press)
3. Introduction to logic and switching theory by Nripendra Nath Biswas (Gordon and Breach Science Publishers)
4. Introduction to Logic (13th Edition) by Irving M. Copi and Carl Cohen Come
5. Let Us Reason: An Introduction to Logical Thinking by Ronald M. Brooks, Norman L. Geisler (Baker Academic)
6. A Consis Introduction to Logic by Patrick J. Hurley (Thomson)

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**SEMESTER I**

**FOUNDATION COURSE (FC-101): SOFT SKILLS DEVELOPMENT**

**Introduction:** In the age of liberalization, privatization and globalization, the need has arisen to inculcate such habits and attitudes which help students to adapt to the occupational set-ups. Such behavioural competencies are known as Soft Skills.

**Objectives:**

- U. To help students do well in academics.
- V. To motivate students to personal and professional growth.
- W. To provide students with tools for success and character building.

**Number of credits: 2**

**Lectures per week: 2 of one hour each**

**Total sessions : 24**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**UNIT I: Changing Ourselves to Change the World:**

- 30. Understanding what are soft skills,
- 31. Realizing the need for personality growth and development for a better life and a better world,
- 32. Need for Soft Skills in today's world,
- 33. Learning to recognize our wants and our choices, Anticipating and understanding changes,
- 34. Preparing and dealing with change: Reacting to change in our lives; attitudinal barriers to change

**UNIT II: Time Management and Stress Management:**

- 29. Importance of Time Management,

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30. How to regulate the way you spend time, Identifying and eliminating time wasters,
31. Strategies for Managing Time,
32. Understanding stress: Causes of Stress and its consequences, Techniques to manage stress

### **UNIT III: Reading Skills:**

5. Importance of Reading
6. Pleasure of Reading
7. Types of Reading
8. Calculating Reading speed and Accuracy
9. Techniques to read faster and better
10. Technique of SQ3R, Practising Comprehension
11. How to identify the core ideas of reading material

### **UNIT IV: Writing and Speaking Skills:**

40. Importance of writing effectively
41. Methods of writing better
42. Selecting a topic, Knowing your audience
43. Writing an outline, Researching, Organizing, Writing and revising drafts,
44. Making quick notes
45. Writing your resume and covering letter

**Text:** Gulati, Sarvesh. Corporate Skills. New Delhi: Rupa & Co, 2010.

### **Reference Books:**

- V. Contemporary Business Communication – Scott Ober
- W. Business Communication Today – By Bovee, Thill, Schazman
- X. Enrich your English – by CIEFL (Academic Skills book)
- Y. Contemporary English Grammar – Raymond Murphy
- Z. Essential English Grammar - Raymond Murphy

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- AA. Developing soft skills, 4<sup>th</sup> Edition, Robert Shersfield, Rhonda J. Montgomery: Pearson Publications.
- BB. Soft skills for managers-Dr. Kalyana Chakravarthi, Dr. Latha Chakravarathi
- CC. Soft skills for Interpersonal Communication-S. Balasubramaniam: Orient Longman
- DD. English and Soft skills-S.P. Dhanavel: Orient Blackswan

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**SEMESTER I**

**FOUNDATION COURSE(FC-101): RECREATION & LEISURE  
TIME MANAGEMENT**

**Introduction:**

The leisure and recreation industry has developed over the years. The Government initiatives for healthy lifestyles, national and international sports achievements, a booming tourism industry and individual interest have all contributed to the industry's development. Many of these organisations are operating in diverse and dynamic business environments requiring specific management expertise.

**Objectives:**

35. To prepare students to design, manage and deliver leisure and recreation services to a variety of people in diverse settings.
36. Exposing them to the various contemporary issues in this area.

**Number of credits: 2**

**Lectures per week: 2 of one hour each**

**Total sessions : 24**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

- Unit 1:- Fundamentals of Recreation
- Concept & Meaning of Recreation
  - Need & Importance
  - Principles & Theories of Reception & Play.

- Unit 2:- a) Therapeutic Recreation (Theoretical and philosophical foundations of Therapeutic recreation, behavioral, therapeutic use of activity; re-creative interaction-intervention techniques)
46. Recreation for the life-span (role of recreation and leisure on human development and its impact on healthy fatal development from conception, until death; Examination of the diverse, multicultural perspectives on recreation and leisure)

- Unit 3:- a) Recreational Sports Programs and Administration (Organization and administration of intramural sports on elementary, secondary, college, and university levels; Program planning, facilities, equipment and financing of intramural sports and Leisure activity program).
- b) Programme for different Categories

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- Men / Women
- Child / Youth / adult / Old age
- Physically/mentally challenged.

### c) Recreational Facilities and Area Design

#### Unit 4:-

- a) Current Issues in Recreation
  - Recent research and management development recreation.
  - Latest trends in recreation and Leisure time management
  - Employment opportunities and procedures for employment.
- b) Practical (Conducting and organizing recreation and leisure time activity programme for any of the above mentioned categories)

#### Reference:-

- i. Robert Hoffman & Thomas R. Collingwood, ***Fit for Duty***, Human Kinetics.
- ii. Larry M. Leith, ***Exercising your way to better Mental health***, Friends Pub. India.
- iii. Gordon S. & Garrett, W. ***Sports and Exercise in Midlife*** American academy of orthopedic surgeons.
- iv. Bucher & Wuest, ***Foundations of Physical Education and Sport***, B.I. Publications Pvt. Ltd.
- v. Smith R. And Austin D. ***Inclusive and special Recreation: Opportunities for persons with Disabilities***, Human Kinetics
- vi. Russell R. ***Leadership in Recreation***, McGrawHill.
- vii. Mull R. and Bayless K. ***Recreational Sports Management***. Human Kinetics.

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**SEMESTER II**

**ELECTIVE COURSE (EC-102): Environmental Studies**

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SEMESTER II

**FOUNDATION COURSE (FC-102): PERSONALITY DEVELOPMENT**

**Introduction:**

Personality Development quintessentially means enhancing and grooming one's outer and inner self to bring about a positive change to your life. Each individual has a distinct persona that can be developed, polished and refined. This process includes boosting one's confidence, improving communication and language speaking abilities, widening one's scope of knowledge, developing certain hobbies or skills, learning fine etiquettes and manners, adding style and grace to the way one looks, talks and walks and overall imbibing oneself with positivity, liveliness and peace.

**Objectives:**

EE. To introduce a student to the concept and relevance of PDP.

FF.To familiarize them with basic communication skills.

GG. To generate an awareness regarding life skill and self management.

**Number of credits: 2**

**Lectures per week: 2 of one hour each**

**Total sessions : 24**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**Unit 1:-** a) Personality Concept & Importance of PDP.

- Presenting one self – Body Language, Dress code.
- Leadership skills.
  - b) Time management.
  - c) Personal Hygiene & Grooming.
  - d) Development of positive attitude
  - e) Boosting Self-confidence

**Unit 2:-** Communication Skills

- General English (Spoken)
- Writing (Letters, Application, Notice, Minutes, Poster, Resume)
- Voice Culture

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- Telephone Manners
- Handling Group Discussions
- Mock Interviews
- Participation in Debate & Extempore

**Unit 3:-**a) Life skill – Introduction, need & Importance  
b) Self awareness and appropriate social interactions,  
Decision making & problem solving  
Functional reading & research.

**Unit 4:-** a) Self management and stress management skills.  
b) Awareness of personal and community safety issues.  
c) Nutritional concept.  
d) Awareness of community service providers  
f) Basic home sanitation and maintenance.

### **Reference:-**

29. UNESCO, Life skills in Non-formal Education, UNESCO & INC New Delhi.
30. Shaffer, D. Social and Personality Development, Belmont, CA, Wadsworth/Thomas learning.
31. Shaver, P. Living Styles May be Determined in Infancy, APA Monitor Washington.
32. Cartledge, G. Teaching Social Skills To Children and Youth Innovative Approach, Boston MA: Allyn And Bacon.

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**SEMESTER II**  
**FOUNDATION COURSE (FC-102): Indian and Global Economic Development.**

**Introduction:**

With a population of just over 1 billion, India is the world's largest democracy. In the past decade, the country has witnessed accelerated economic growth, emerged as a global player with the world's fourth largest economy in purchasing power parity terms, and made progress on most of the Millennium Development Goals. However, poverty remains a major challenge. According to the revised official poverty line, 37.2% of the population (about 410 million people) remains poor, making India home to one third of the world's poor people. The urgency of addressing India's development challenges has been exacerbated by the global economic crisis of 2007/09. Although India's economy grew at 6.1% in the last quarter of 2009, which was among the highest growth rates in the world, this still represents a significant dip from the peak of 9.7% growth in fiscal year 2006/07. With a mix of monetary and fiscal tools, the Government responded fairly quickly to the financial crisis, and was successful in shielding the country from the fallout felt throughout the world.

**Objectives -:**

1. To expose students to a new approach to the study of the Indian Economy
2. To help the students in analyzing the present phase of the Indian Economy.
3. To enable students to understand the process of integration of the Indian economy with various economies of the world.
4. To acquaint students with the emerging issues in business at the international level in the light of policies of liberalization and globalization.

**Number of credits: 2**

**Lectures per week: 2 of one hour each**

**Total sessions : 24**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**Unit**

**1. Introduction**

Basic characteristics of the Indian economy as an emerging economy.  
Comparison of the Indian economy with developed economies with respect to

-

Population.  
Per-Capita income  
Agriculture.  
Industry  
Service sector.

**2. Agricultural Development in India since Independence.**

Place of Agriculture in the Indian economy.  
Constraints in Agricultural Development.  
Rural Indebtedness – causes and measures.  
Agricultural Marketing – Problems and measures.

**3. Human Development & Economic Planning in India.**

Role of Human Resources in Economic Development  
Concept of Human Development Index (HDI)  
Concept of Human Poverty Index.  
Objectives and need of Economic Planning in India.  
Current Five year Plan – Objectives and strategy.  
Evaluation of Economic Planning in India.

**4. Global Economic Development**

Meaning of Liberalization, Privatization and Globalization (LPG).  
The privatization Debate – Arguments for and against.  
Challenges of Liberalization, Privatization and Globalization.

**Recommended Books**

1. International Business Environment – Black and Sundaram. Prentice Hall India.
2. The Global Business Environment – Tayeb Monis H. Sage Publications, N.Delhi.
3. International Business – Competing in the Global Marketplace – Charles Hill, Arun Kumar Jain, Tata McGraw Hill.
4. International Economics – M.L. Jhingan Vrinda Publications, Delhi.
5. Indian Economy – Ruddar Datta and K.P.M. Sundaram. S. Chand &Co. N. Delhi.
6. Indian Economy – Problems of Development and Planning. A. N. Agarwal. New Age International Publishers.
7. Jagatik va Bharatiya Arthvikas – Dr. T. G. Gite and others. Atharva Prakashan, Pune.
8. Indian Economy – S. K. Misra and V. K. Puri, Himalaya Publishing House, Delhi.
9. Economic Survey – Government of India.
10. UNDP, Human Development Report.
11. World Bank, World Development Report.

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**SEMESTER II**

**FOUNDATION COURSE (FC-102): STRESS MANAGEMENT**

**Introduction:**

'STRESS' is a much discussed problem nowadays. It is causing physical and mental problems to people from all walks of life. Stress is the body's reaction to a change that requires a physical, mental or emotional adjustment or response. Stress can come from any situation or thought that makes you feel frustrated, angry, nervous, or anxious. All individuals experiences stress in some form and hence it is essential to understand stress and also learn to manage it (if not eliminate it).

**Objectives:** This course attempts to understand the causes, remedies and ways and means to manage stress by enhancing stress resistance and increase professional efficiency.

Number of credits: 2

**Lectures per week: 2 of one hour each**  
**Total sessions : 24**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**Unit I: Introduction:** *Definition and nature of Stress; stress and emotions; biological component of stress; arousal and stress; stress and brain.*

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**Unit 2: Occupational stress;** stress and individual and work; the quality of working life;

stress amongst managers and leaders; stress-conflict-leadership.

**Unit 3: Stress Coping strategies:** coping with stress involving mind, body, spirit.

**Unit 4: Management of stress:** art of stress management; leading a stress free life; stress

and yoga, novel ways of managing stress.

**Recommended Text book: “Stress Management” Dr. P.K.Dutta,** Himalaya Publishing House, First Edition 2010.

**CHOICE BASED CREDIT SYSTEM (CBCS)**  
**Ordinances and Regulations**  
**(For the UG – B.B.A. Programme)**

(For the candidates to be admitted from the academic year 2011-2012 onwards)

**O. B.B.A**

**1. Eligibility :**

1. The candidate must have passed the Higher Secondary Certificate Examination (12th Std.) from Gujarat H.S.C.E. Board or Senior School Certificate Examination ( 12th Std. ) from C.B.S.E./I.S.C. Board or an examination considered equivalent by Gujarat University from a School situated in Gujarat State. The candidates who have passed the above qualifying examination from a School situated outside Gujarat State or H.S.C. Examination ( 12th Std. ) or equivalent from other State H.S.C. Boards will also be considered if they satisfy other qualifying conditions and seats are vacant.
2. The candidate must have passed the above qualifying examination at a single sitting during the current year. Two per cent will be deducted per attempt if the candidate has passed the examination in parts.
3. The candidate must have obtained the following minimum aggregate marks (grand total ) at the above qualifying examination.

(i) For open category candidates	45%
(ii) For reserved category candidates	40%
4. The candidate must have passed the above qualifying examination with (1) English\* and (2) any one of the following subjects:
  - (i) Mathematics
  - (ii) Physics
  - (iii) Statistics
  - (iv) Business Mathematics
  - (v) Accountancy / Elements of Accounting

\*Minimum marks in English: open-50; reserved-45 for a student who has passed in the above examination from vernacular medium.

**O. B.B.A.**

**2. Duration :**

The course is for a period of three years. Each academic year shall comprise two semesters, viz., Odd and Even semesters. Odd semesters shall be from June/July to October/November and Even Semesters shall be from November/December to April/May. There shall be not less than 90 working days for each semester. (Exclusive of the days for the conduct of University or external end-semester examinations). A candidate can avail a maximum of 12 Semesters (6 Years), in a

Bachelor of Business Administration (BBA) Syllabus  
 continuous stretch of 6 Years from the date of admission to complete the Bachelor's Degree.

**O. B.B.A. 3. The CBCS System :**

All Programmes shall be run on Choice Based Credit System (CBCS). It is an instructional package developed to suit the needs of students to keep pace with the developments in higher education and the quality assurance expected of it in the light of liberalization and globalization in higher education.

**O. B.B.A. 4. Courses in Programmes :**

The UG B.B.A. - programme consists of a number of courses. The term 'course' is applied to indicate a logical part of the subject matter of the programme and is invariably equivalent to the subject matter of a "paper" in the conventional sense. The following are the various categories of Courses suggested for the UG B.B.A. - programmes.

- Elective Courses (ECs) (as listed in R. B.B.A. 6.1)
- Foundation Courses (FCs) (as listed in R. B.B.A.6.2)
- Core Courses (CCs),
- Subject Elective Courses (SECs), i.e., SPECIALISATION (as listed in R. B.B.A 5.)

The Elective Courses and Foundation Courses are meant to develop the students' communicative skill and Social or Environmental Awareness at the UG level. Core Courses are the basic courses compulsorily required for each of the programme of study. These will be related to the subject of the programme in which the candidate gets his/her degree.

**BBA Semester System Structure under CBCS with effect from June 2011**

<b>Semester - I (F.Y.)</b>				
<b>Course No.</b>	<b>Course Type</b>	<b>Subject</b>	<b>Credit</b>	<b>Foundation Course (any one)</b>
EC - 101	ELECTIVE	FROM THE LIST	2	<ul style="list-style-type: none"> <li>• Introduction to Logic</li> <li>• Soft Skills Development</li> <li>• Recreation &amp; Leisure Time Management</li> </ul> <b>Elective Courses (any one)</b> <ul style="list-style-type: none"> <li>• Health Education</li> <li>• Learning from World Leaders</li> <li>• Culture &amp; Civilization</li> </ul>
FC- 101	FOUNDATIONAL	FROM THE LIST	2	
CC-101	CORE	PRINCIPLES OF MANAGEMENT-1	3	
CC-102	CORE	FINANCIAL ACCOUNTING	3	
CC-103	CORE	FORMS OF BUSINESS ORGANIZATION	3	
CC -104	CORE	PRINCIPLES OF ECONOMICS (MICRO)	3	
CC-105	CORE	IT TOOLS AND APPLICATIONS *	3	
CC-106	CORE	GENERAL ENGLISH	3	
CC-107	CORE	BASICS OF MATHEMATICS	3	
	<b>Total</b>		<b>25</b>	
<b>Semester - II (F.Y.)</b>				
EC-102	ELECTIVE	ENVIRONMENTAL STUDIES	2	<b>Foundation Course</b>

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FC-102	FOUNDA-TION	From the List	2	<b>(any one)</b> <ul style="list-style-type: none"> <li>• Personality Development</li> <li>• Indian and Global Economic Development</li> <li>• Stress Management</li> </ul> <b>Elective Course</b> <ul style="list-style-type: none"> <li>• Environmental Studies (No option is available)</li> </ul>
CC-108	CORE	PRINCIPLES OF MANAGEMENT-2	3	
CC-109	CORE	COST ACCOUNTING	3	
CC-110	CORE	GROWTH AND STRUCTURE OF INDUSTRIES	3	
CC-111	CORE	PRINCIPLES OF ECONOMICS (MACRO)	3	
CC-112	CORE	BUSINESS MATHEMATICS	3	
CC-113	CORE	COMMUNICATION SKILLS	3	
CC-114	CORE	PRACTICAL STUDIES **	3	
	<b>Total</b>		<b>25</b>	

**Semester - III (S.Y.)**

EC-201	ELECTIVE	From the List	2	<b>Foundation Courses (any one)</b> <ul style="list-style-type: none"> <li>• Fundamentals of Entrepreneurship Development</li> <li>• Hospitality Management</li> <li>• Introduction to Technology in Business.</li> <li>• E- Commerce</li> </ul> <b>Elective Course (any one)</b> <ul style="list-style-type: none"> <li>• Carbon Credit</li> <li>• Learning from Great Indian Thinkers</li> <li>• Health &amp; Fitness &amp; Management</li> <li>• Disaster Management</li> </ul>
FC-201	FOUNDA-TION	From the List	2	
CC-201	CORE	INTRODUCTION TO MARKETING MANAGEMENT	3	
CC-202	CORE	FUNDAMENTALS OF FINANCIAL MANAGEMENT	3	
CC-203	CORE	BASIC HUMAN RESOURCE MANAGEMENT	3	
CC-204	CORE	MANAGERIAL ECONOMICS-1	3	
CC-205	CORE	COMPANY ACCOUNTS – I	3	
CC-206	CORE	ELEMENTARY STATISTICS	3	
CC-207	CORE	COMMERCIAL COMMUNICATION	3	
	<b>Total</b>		<b>25</b>	

**Semester - IV (S.Y.)**

EC-202	ELECTIVE	From the List	2	<b>Foundation Courses (any one)</b> <ul style="list-style-type: none"> <li>• Management Information System</li> <li>• Export Management</li> <li>• Sales and Distribution Management</li> <li>• Tourism Management</li> </ul> <b>Elective Courses (any one)</b> <ul style="list-style-type: none"> <li>• Introduction to</li> </ul>
FC-202	FOUNDA-TION	From the List	2	
CC-208	CORE	INDIAN FINANCIAL SYSTEM	3	
CC-209	CORE	MARKETING MANAGEMENT	3	
CC-210	CORE	BUSINESS STATISTICS	3	
CC-211	CORE	HUMAN RESOURCE MANAGEMENT	3	
CC-212	CORE	MANAGERIAL ECONOMICS-2	3	
CC-213	CORE	CORPORATE FINANCIAL STATEMENT	3	

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		VIVA VOCE ***		Humanities <ul style="list-style-type: none"> <li>• Introduction to Science and Technology</li> <li>• History of Gujarat and culture</li> <li>• Agriculture Economics</li> </ul>
	<b>Total</b>		<b>25</b>	
<b>Semester - V (T.Y.)</b>				
EC-301	ELECTIVE	INTER PERSONAL COMMUNICATION	2	<b>Foundation Courses (any one)</b> <ul style="list-style-type: none"> <li>• Auditing</li> <li>• Emerging trends in Management</li> <li>• Cooperative Management &amp; Administration</li> <li>• Foreign Exchange Management</li> </ul> <b>Elective Course (Compulsory)</b> <ul style="list-style-type: none"> <li>• Inter Personal Communication</li> </ul> <b>Subject Electives (any one for Sem v &amp; vi )</b> <ul style="list-style-type: none"> <li>• Advanced Financial Management</li> <li>• Advanced Marketing Management</li> <li>• Advanced Human Resource Management</li> <li>• Advanced Taxation and Law</li> <li>• Banking and Insurance</li> </ul>
FC-301	FOUNDA-TION	From the List	2	
CC-301	CORE	MERCANTILE LAWS	3	
CC-302	CORE	BUSINESS ENVIRONMENT	3	
CC-303	CORE	ORGANISATIONAL BEHAVIOUR-1	3	
CC-304	CORE	OPERATIONS RESEARCH AND QT	3	
CC-305	CORE	INTERNATIONAL BUSINESS	3	
CC-306	CORE	DIRECT TAX	3	
CC-307	SUBJECT ELECTIVE	From the List	3	
	<b>Total</b>		<b>25</b>	
<b>Semester - VI (T.Y.)</b>				
				<b>Foundation Courses (any one)</b> <ul style="list-style-type: none"> <li>• Business Ethics</li> <li>• Stock and commodity market operations</li> </ul>
EC -302	ELECTIVE	RESEARCH METHODOLOGY	2	
FC-302	FOUNDA-TION	From the List	2	
CC-308	CORE	INDUSTRIAL LAWS AND	3	

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		REGULATORY FRAMEWORK		<ul style="list-style-type: none"> <li>• Retail Management</li> <li>• Event Management</li> <li>• Portfolio Management</li> </ul> <p><b>Elective Course (Compulsory)</b></p> <ul style="list-style-type: none"> <li>• Research Methodology</li> </ul> <p><b>Subject Electives(any one)</b></p> <ul style="list-style-type: none"> <li>• Advanced Financial Management</li> <li>• Advanced Marketing Management</li> <li>• Advanced Human Resource Management</li> <li>• Advanced Taxation and Law</li> <li>• Banking and Insurance</li> </ul>
CC-309	CORE	ORGANISATIONAL BEHAVIOUR-2	3	
CC-310	CORE	STRATEGIC MANAGEMENT	3	
CC-311	CORE	PRODUCTION AND OPERATIONS MANAGEMENT	3	
CC-312	CORE	MANAGEMENT ACCOUNTING	3	
CC-313	CORE	GRAND PROJECT, PRESENTATION & VIVA VOCE ****	3	
CC-314	SUBJECT ELECTIVE	From the List	3	
	<b>Total</b>		<b>25</b>	

\*For Sem. 1-CC-105 (IT Tools & Application) each practical batch should not have more than 35 students, such that each batch gets 4½ hours in a week.

\*\*For Sem. 2-CC-112 (Practical studies), each batch for practical studies should not have more than 40 students. For every batch 3½ hours per week have to be allocated for Communication practical (as specified in the syllabus of that subject) and 1 hour to be allotted for project work (as specified in the syllabus of that subject).

\*\*\*For Sem.-4-CC-212 (Industrial Exposure & viva voce), each practical batch should not have more than 40 students. For every batch, 1½ hours per week have to be allocated for Communication skills/soft skills (as specified in the syllabus of that subject) and 3 hours have to be allotted for project work (as specified in the syllabus of that subject).

\*\*\*\*For Sem.-6-CC-313 (Grand Project, Presentation & Viva Voce), each practical batch should not have more than 10 students. For every batch 4 ½ hour per week has to be allocated for the grand project.

### **Selection of students to the Elective Course (EC) :**

- a. The Academic Committee of the institute /college shall follow a selection procedure on a first come first served basis, fixing the maximum number of students, giving counseling to the students, etc., to avoid overcrowding to particular course(s) at the expense of some other courses.
- b. The failed candidates in one EC are permitted to opt for another EC in another programme. Or they are permitted to continue with the same EC.
- c. The Colleges shall provide all information relating to the ECs in each programme to all the students so as to enable them to choose their ECs.

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### **O. B.B.A. 5. Semesters :**

An academic year is divided into two semesters. In each semester, courses are offered in 15 teaching weeks and the remaining 5 weeks are to be utilized for conduct of examinations and evaluation purposes. Each week has 30 working hours spread over 5/6 days a week consisting of lectures, class participation, library work, special counseling, youth welfare and social activities.

### **O. B.B.A. 6. Credits :**

The term 'Credit' refers to the weightage given to a course, usually in relation to the instructional hours assigned to it.

The total minimum credits, required for completing a UG B.B.A. programme is 150. The details of credits for individual components and individual courses are given in R. B.B.A. – 1 & 2.

### **O. B.B.A. 7. Course :**

Each Course is to be designed variously under lectures/tutorials/laboratory or field work/seminar/practical training/assignments/term paper or report writing, etc., to meet effective teaching and learning needs.

### **O. B.B.A. 8. Examinations :**

i. There shall be examinations at the end of each semester; for odd semesters in the month of October/November; for even semesters in April/May. A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed course(s) in the subsequent examinations to be held in October/November or April/ May.

ii. A candidate should get enrolled/registered for the first semester examination. If enrollment/registration is not possible owing to shortage of attendance beyond condonation limit/regulations prescribed OR belated joining OR on medical grounds, the candidates are not permitted to move to the next semester. Such candidates shall re-do the semester in the subsequent turn of that semester as a regular student. However, a student of First Semester shall be admitted in the Second Semester, if he/she has successfully kept the term in first semester. To move to the Third Semester, a student has to clear all Credits of first semester. Likewise, to move to the Fourth Semester, a student is required to obtain all the credits of second semester. Similarly, after clearing all the credits of third semester, a student can move to the fifth semester and he/she shall be allowed to move to the sixth semester after clearing all the credits of fourth semester.

For the movement in the said semester as described above, the candidate must have satisfactorily kept the term of the previous semester.

### **O. B.B.A. 9. Condonation :**

Students must have 75% of attendance in each course for appearing in the examination. Students who have 74% to 65% of attendance shall apply for condonation in the prescribed form with the prescribed fee. Students who have 64%

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to 50% of attendance shall apply for condonation in prescribed form with the prescribed fee along with the Medical Certificate. Students who have below 50% of attendance are not eligible to appear for the examination.

**O. B.B.A. 10. Question Paper Pattern:**

A Question Paper shall have four questions corresponding to four units of each theory course. Question No.1 shall have objective type of questions or short questions to be asked from all the four units of the theory course by giving equal weightage.

**O. B.B.A. 11. Evaluation:**

The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points. Evaluation for each course shall be done by a continuous internal assessment (CIA) by the concerned course teacher as well as by an end-semester examination and will be consolidated at the end of the course. The components for continuous internal assessment are:

One Test	15 Marks (Second/repeat test for genuine absentees)
Assignments/Quiz	10 Marks
Attendance	5 Marks
Total	30 Marks

Attendance shall be taken as a component for continuous assessment, although the students should put in a minimum of 75% attendance in each course. In addition to continuous evaluation component, the end-semester examination, which will be a written-type examination of at least 3 hours' duration, would also form an integral component of the evaluation. The ratio of marks to be allotted to continuous internal assessment and to end-semester examination is **30 : 70**.

**O. B.B.A. 12. Passing Minimum :**

The passing minimum for CIA (Continues Internal Assessment) shall be 40% out of 30 marks (i.e., 12 marks), where the candidate is required to appear for the internal test at least once. Failed candidates in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing tests and by submitting assignments. The passing minimum for University or External Examinations shall be 40% out of 70 marks (i.e. 28 marks)

**O. B.B.A. 13. Grading :**

Once the marks of the CIA (Continues Internal Assessment) and end-semester examinations for each of the courses are available, they will be added up. The marks thus obtained will then be graded as per details provided in R. B.B.A.3. From the first semester onwards the total performance within a semester and continuous performance starting from the first semester are indicated respectively by Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA). These two are calculated by the following formulae :

$$\Sigma^n C_i G_i$$

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$$\text{GPA} = \frac{\sum_{i=1}^n C_i}{\sum_{i=1}^n G_i}$$

where 'C<sub>i</sub>' is the Credit earned for the Course 'i' in any semester; 'G<sub>i</sub>' is the Grade Point obtained by the student for the Course 'i' and 'n' is the number of Courses passed in that semester.

CGPA = GPA of all the Courses starting from the first semester to the current semester.

Note: The GPA and CGPA shall be calculated separately for the following three parts:

Part I: ECs; Part II : FCs and Part III CCs, SECs.

### **O. B.B.A. 14. Classification of Final Results :**

- I. For each of the three parts, there shall be separate classification on the basis of CGPA as indicated in R.B.B.A. 4.
- II. For purposes of declaring a candidate to have qualified for the Degree of Bachelor of Business Administration in the First class/Second class/Third class or First class with Distinction, the marks and the corresponding CGPA earned by the candidate in Part III alone will be the criterion, provided he/she has secured the prescribed passing minimum in ECs and FCs. It is further provided that the candidate should have scored First/Second Class separately in both the grand total and end-semester (External) examination.
- III. The marks for the course as elective (compulsory) course of Sem – II on “Environmental Studies” will be given in a separate certificate by the college/institute as per the guidelines of UGC, MHRD and the Hon'ble Supreme Court of India. The college/institute shall charge Rs.100/-, separately to meet the expenditure incurred towards the completion of this course, as per UGC/MHRD guide lines.

### **O. B.B.A. 15 Conferment of the Bachelor's Degree :**

- (i) A candidate shall be eligible for the conferment of the Bachelor of Business Administration only if he/she has earned the minimum required credits for the programme prescribed therefore. (i.e. 150 credits).
- (ii) A candidate shall be required to pay Rs.500/- towards the conferment of the Degree of B.B.A., which shall enhance by a 10% increase every three years and rounded off to the next 10/- rupees stage.

### **O. B.B.A. 16 University examination fee**

- (i) The University shall conduct the external Examination for all the six semesters, it being a professional course requiring uniformity in evaluation of students on a fair basis.

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- (ii) The examination fees for all end-semester examinations shall be Rs.500/- for all subjects, which shall be enhanced by a 10% increase every three years and rounded off to the next 10/- rupees stage.

### **O. B.B.A. 17. Grievance Redressal Committee :**

The college/institute shall form a Grievance Redressal Committee for each course in each department with the Course Teacher and the HOD as the members. This Committee shall solve all grievances relating to the Internal Assessment marks of the students.

### **O. B.B.A. 18 Transfer of Credits :**

In case of elective courses, the students are permitted to transfer their course credits from the Centre for Distance Education (CDE) of any University to the regular stream and *vice-versa*. Similarly, they are also permitted to transfer their course credits from other state or central universities after verification of eligibility criteria.

### **O. B.B.A. 19 Revision of Ordinances, Regulations and Curriculum :**

The University may from time to time revise, amend and change the Ordinances, the Regulations and the Curriculum, if found necessary.

### **O. B.B.A. 20. Self- Financing System:**

The above Ordinance shall be applicable also for the candidates undergoing the programmes under the Self-Financing System.

### **R. B.B.A. 1 – Details of the number of courses and credits per course**

Sr. No.	Study Components	Number of Courses	B.B.A.		Total Hours on Weekly Basis
			Credits per Course	Total Credits	
1	Elective Course (EC)	06	02	12	12
2	Foundation Course (FC)	06	02	12	12
3	Core-Course(CC) (Theory)  Practicals (I,II,IV,VI)	36	03	108	108
		04	03	12	18
4	Subject Elective Course(SEC)	02	03	06	08
		54		150	158

Note: (I) Total weekly hours of 158 include 12 hours of teaching of Elective Courses, which may/shall be carried out by the candidate inter or intra colleges .

(II) The workload taken up by the in-house faculty of the college/institution for conducting elective courses shall be counted as actual workload.

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**R. B.B.A 2 - UG B.B.A Programmes – Course Structure under CBCS**

Sem.	Course	Instru- tion hours/ week	Credit	Exam Hours	Marks		
					Int.	Extn.	Total
1	Elective (EC) 101	2	2	3	30	70	100
	Foundation (FC) 101	2	2	3	30	70	100
	Core Course-1 (CC-101)	3	3	3	30	70	100
	CC –102	3	3	3	30	70	100
	CC –103	3	3	3	30	70	100
	CC –104	3	3	3	30	70	100
	CC –105	3	3	3	30	70	100
	CC – 106	3	3	3	30	70	100
	CC - 107	3	3	3	30	70	100
2	Elective (EC)102	2	2	3	30	70	100
	Foundation (FC) 102	2	2	3	30	70	100
	Core Course-1 (CC-108)	3	3	3	30	70	100
	CC – 109	3	3	3	30	70	100
	CC – 110	3	3	3	30	70	100
	CC – 111	3	3	3	30	70	100
	CC – 112	3	3	3	30	70	100
	CC – 113	3	3	3	30	70	100
	CC - 114	3	3	3	30	70	100
3	Elective (EC) 201	2	2	3	30	70	100
	Foundation (FC) 201	2	2	3	30	70	100
	Core Course-1 (CC-201)	3	3	3	30	70	100
	CC –202	3	3	3	30	70	100
	CC – 203	3	3	3	30	70	100
	CC – 204	3	3	3	30	70	100
	CC – 205	3	3	3	30	70	100
	CC – 206	3	3	3	30	70	100
	CC – 207	3	3	3	30	70	100
4	Elective (EC)202	2	2	3	30	70	100
	Foundation (FC) 202	2	2	3	30	70	100
	Core Course-1 (CC-208)	3	3	3	30	70	100
	CC – 209	3	3	3	30	70	100
	CC – 210	3	3	3	30	70	100
	CC – 211	3	3	3	30	70	100
	CC – 212	3	3	3	30	70	100
	CC – 213	3	3	3	30	70	100
	CC – 214	3	3	3	30	70	100
5	Elective (EC) 301	3	2	3	30	70	100
	Foundation (FC)301	2	2	3	30	70	100
	Core Course-1 (CC-301)	3	3	3	30	70	100
	CC – 302	3	3	3	30	70	100
	CC – 303	3	3	3	30	70	100
	CC –304	3	3	3	30	70	100
	CC –305	3	3	3	30	70	100

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	CC – 306	3	3	3	30	70	100
	Subject Elective (SEC) - 307	4	3	3	30	70	100
6	Elective (EC)302	3	2	3	30	70	100
	Foundation (FC) 302	2	2	3	30	70	100
	Core Course-1 (CC-308)	3	3	3	30	70	100
	CC – 309	3	3	3	30	70	100
	CC – 310	3	3	3	30	70	100
	CC – 311	3	3	3	30	70	100
	CC – 312	3	3	3	30	70	100
	CC – 313	3	3	3	30	70	100
	Subject Elective (SEC)- 314	4	3	3	30	70	100

#### **R. B.B.A. 3- Grading of the Courses**

Percentage / Marks (Normalized)	Grade Points	Grade	Description
Above 85	8.5 – 10.0	O+	Outstanding
70 – 84.99	7.0 – 8.49	O	Excellent
60 – 69.99	6.0 – 6.99	A	Very good
55 – 59.99	5.5 – 5.99	B+	Good
48 – 54.99	4.8– 5.49	B	Fair
40 – 47.99	4.0 – 4.7	C	Average
Below 40	0.0	D ( Dropped)	Dropped or Fail

#### **R. B.B.A. 4- Final Result**

CGPA From-to	Letter Grade	Classification of Final Result
8.5-10	O+	First class with Distinction
7.0-84.99	O	
6.0-6.99	A	First Class
5.5-5.99	B+	Higher Second Class
4.8-5.49	B	Second Class
4.0-4.79	C	Pass Class
Below 4.0 = 3.99=0	D	Dropped or Fail

#### **R. B.B.A. 5 - U. G. B.B.A Programme – Subject Elective Courses (SECs)**

1. Advanced Financial management

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2. Advanced Marketing management
3. Advanced Human resource management
4. Advanced Production management
5. Taxation
6. Banking and Insurance

### **R.B.B.A. 6 .1 - U. G. B.B.A. Programme – Elective Courses (ECs)**

#### SEMESTER 1

1. Health Education
2. Learning from World Leaders
3. Culture & Civilization

#### SEMESTER 2

1. Environmental Studies

#### SEMESTER 3

1. Carbon Credit
2. Learning from Great Indian Thinkers
3. Disaster Management
4. Health & Fitness Management

#### SEMESTER 4

1. Introduction to Humanities
2. Introduction to Science and Technology
3. History of Gujarat and Culture
4. Agriculture Economics

#### SEMESTER 5 (Compulsory)

Inter-Personal Communication

#### SEMESTER 6 (Compulsory)

Research Methodology

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### **R.B.B.A. 6.1 - U. G. B. B.A. Programme – Foundation Courses (FCs)**

#### SEMESTER 1

1. Introduction to Logic
2. Soft Skills Development
3. Recreation & Leisure Time Management

#### SEMESTER 2

1. Personality Development
2. Indian & Global Economic Development
3. Stress Management

#### SEMESTER 3

1. Fundamentals of Entrepreneurship Development
2. Hospitality Management
3. Introduction to Technology in Business.
4. E - Commerce

#### SEMESTER 4

1. Management Information System
2. Export Management
3. Sales and Distribution Management
4. Tourism Management

#### SEMESTER 5

1. Auditing
2. Emerging Trends in Management
3. Co operative Management & Administration
4. Foreign Exchange Management

#### SEMESTER 6

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1. Business Ethics
2. Stock and Commodity Market Operations
3. Retail Management
4. Event Management
5. Portfolio Management

### **R. B.B.A. 7. – Course Structure :**

- I. The B.B.A. programme is full time three years Under Graduate Programme.
- II. The medium of instruction shall be English.
- III. The programme consists of Six Semesters - Semester I and II in the First Year of the Programme, Semesters III and IV in the Second Year and V and VI Semesters in the Third Year of the programme.
- IV. The total programme consists of 150 credits equally divided into 25 credits per semester.
- V. The programme consists of the following types of courses
  - (i) Core courses: Common for all students.
  - (ii) Elective course & SECs: The college/institute can offer as per the availability of manpower and infrastructure.
  - (iii) Foundation courses for all students as per college/institute's available manpower/infrastructure.

### **R. B.B.A. 8. - Clearing and carrying forward the Semesters :**

Rules for carrying forward the semesters are given below:

- I. A candidate must have at least 75% overall attendance in the programme and should have satisfactory performance in class participation of each course and must have appeared in internal written test/examination to be eligible for grant of term.
- II. In case, a candidate obtains F in any one course/all courses in the first semester, he/she shall be allowed to continue to proceed to the second semester provided he/she has kept his/her terms of the first semester successfully.
- III. The candidate shall be allowed to proceed to the third semester only after clearing all the courses of the first semester.
- IV. In case, a candidate obtains F in any one course/all courses in the second semester, he/she shall be allowed to continue to proceed to the third

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semester provided he/she has kept his/her term of the second semester successfully.

- V. The candidate shall be allowed to proceed to the fourth semester only after clearing all the courses of the second semester.
- VI. In case a candidate obtains F in any one course/all courses in the third semester, he/she shall be allowed to continue to proceed to the fourth semester provided he/she has kept his/her term of the third semester successfully. Similarly a candidate is allowed to move to the fifth semester provided he/she has kept his/her term of the fourth semester successfully and a candidate is allowed to move to the sixth semester after he/she has successfully kept the term of fifth semester even if he/she has failed in any one or all courses of the fifth semester .
- VII. The candidate shall be eligible for the award of the degree after successful clearance of all the courses of semesters I, II, III, IV, V and VI by the sixth semester examination of the third year programme or till expiry of registration/enrolment. Whenever a candidate fails in a course due to failure to obtain the minimum marks in the internal component of the examination, the marks obtained in attendance and class participation shall be carried forward for the consideration of the repeat examination. The student has to appear in the internal test only to complete the requirement of the internal assessment.

**R. B.B.A. 9 - Assessment and Evaluations :**

- I. Each course will be assessed on basis of 100 marks. The marks would be divided between internal and external assessment.
- II. There shall be one end-semester external examination of each course in every semester consisting of 70% (70 marks) weightage in theory and practical courses.
- III. Each Theory & Practical course shall have internal assessment of 30% weightage based on the following:  
  
Internal written test - 15% (15 marks)  
Attendance - 05% (5 marks)  
Assignment/Quiz - 10% (10 marks)
- IV. Every student will be required to pass in the external examination and internal assessment separately in each course.
- V. The minimum passing standard will be 40% for the external and internal component of each course, i.e., 28 marks out of 70 (external - 28% of 70 marks) and 12 marks out of 30 (internal - 40% of 30 marks).
- VI.(A)The grades for each course would be decided on the basis of the percentage of marks obtained in the end-semester external and internal examinations as per following table:

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Percentage / Marks (Normalized)	Grade Points	Grade	Description
Above 85	8.5 – 10.0	O+	Outstanding
70 – 84.99	7.0 – 8.49	O	Excellent
60 – 69.99	6.0 – 6.99	A	Very good
55 – 59.99	5.5 – 5.99	B+	Good
48 – 54.99	4.8– 5.49	B	Fair
40 – 47.99	4.0 – 4.79	C	Average
Below 40	0.0	D ( Dropped)	Dropped or Fail

### VI (B)

CGPA From-to	Letter Grade	Classification of Final Result
8.5-10	O+	First class with Distinction
7.0-84.99	O	
6.0-6.99	A	First Class
5.5-5.99	B+	Higher Second Class
4.8-5.49	B	Second Class
4.0-4.79	C	Pass Class
Less than 4	F	Dropped or Fail

### VII. The credit grade points are to be calculated on the following basis:

Grade point obtained x credits for the course = credit grade points. The grade points would be calculated up to two decimal places only. The calculation is given in examples below:

Example - I

Conversion of marks into grade points

$$65=60+5=6.0+5 \times (0.99/9.99)=6.0+5 \times 0.1=6.0+0.5=6.5$$

$$57= 55+2=5.5+2 \times (0.49 /4.99)=5.5+2 \times 0.1=5.5+0.2=5.7$$

$$72=70+ 2= 7.0 +2 \times (1.49 /14.99)=7.0+2 \times 0.1 = 7.0 +0.2 =7.2$$

$$42=40+2=4.0+2 \times (0.79 / 7.99)=4.2$$

### VIII. The semester grade point average (SGPA) will be calculated as a weighted average of all the grade points of the semester courses. That is, Semester Grade Point Average (SGPA) = (sum of grade points of all six courses of the semester)/total credit of the semester as per example given below :

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Semester – I

Course No.	Credit Grade Point	Credit
CC-101	24.96	3
CC-102	19.72	3
CC-103	18.57	3
CC -104	21.22	3
CC-105	20.19	3
CC-106	15.36	3
CC-107	16.25	3
Elective – 101		
Foundation – 101		
<b>Total</b>	<b>136.27</b>	<b>21</b>

IX. SEMESTER GRADE POINT AVERAGE (SGPA) =  $136.27 / 21 = 6.49$

SGPA Sem. I = 6.49

SGPA Sem. II = 5.63

SGPA Sem. III = 6.01

SGPA Sem. IV = 5.50

SGPA Sem. V = 5.61

SGPA Sem. VI = 5.72

Total = 34.96

Cumulative Grade Point Average (CGPA) =  $34.96 / 6 = 5.83$

X. The cumulative grade point average will be calculated as the average of the SGPA of all the six semesters, as shown above.

XI. For the award of the class CGPA shall be calculated on the basis of :

(a) End Semester External Examination Marks

(b) Total Marks obtained (End-Semester External Examination Marks) + (Marks for internal assessment) for each course. The final Class for B.B.A. Degree shall be awarded on the basis of the lowest CGPA of (a) & (b) of fifth and sixth semester examinations. However, the marks of elective courses as well as foundation courses shall not be counted for the award of class, provided a candidate has secured at least minimum passing marks in Elective and Foundation courses both in internal and external examinations.

R. B.C.A. 10 – Syllabi Revision:

- I. Syllabi of every course should be preferably changed after every two years. For example a syllabus changed in 2011 should preferably be revised in 2013.
- II. Revised Syllabi of each semester should be implemented in a sequential way.
- III. In courses where units/topics relate to governmental provisions, regulations or laws, changes to accommodate the latest developments are automatic under intimation to the Registrar and Vice-Chancellor of Gujarat University.

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- IV. All formalities for revisions in the syllabi should preferably be completed before the end of the 2nd/4th semester for implementation in the next academic year.
- V. During every revision, up to 20 per cent of the entire syllabi of each course can be changed to ensure that students who have studied the old syllabi can also appear for examinations in the revised syllabi.
- VI. In case the syllabus of any course is carried forward without any change, it shall be included in the revised syllabi.
- VII. New/additional areas and courses of elective optional can be introduced on the basis of recommendations of the Board of Studies.

### R. B.B.A .11 – Format of Question paper for 4 Units:

<b>Q.1</b>	<b>14 Questions of 1 mark each. There should be at least 3 questions of 1 mark each from all the 4 units, remaining 2 questions can be from any unit</b>	
<b>Q.2 FROM UNIT – I</b>	A OR A	<b>7 MARKS</b>
	B OR B	<b>7 MARKS</b>
<b>Q.3 FROM UNIT – II</b>	A OR A	<b>7 MARKS</b>
	B OR B	<b>7 MARKS</b>
<b>Q.4 FROM UNIT – III</b>	A OR A	<b>7 MARKS</b>
	B OR B	<b>7 MARKS</b>
<b>Q.5 FROM UNIT - IV</b>	A OR A	<b>7 MARKS</b>
	B OR B	<b>7 MARKS</b>

Wherever found necessary, a question of 7 marks can be split into 2 or 3 sub-questions considering the weightage of topic and time allotted for answering such questions.