SCHEME OF EXAMINATION

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SYLLABI

Of

BACHELOR OF BUSINESS ADMINISTRATION

For

First Semester
(w.e.f. 2010 – 2011 Academic Session)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
KASHMERE GATE, DELHI - 110403
SCHEME OF EXAMINATIONS

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

First Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 101	Principles of Management	4	-	4
BBA 103	Business Economics-I	4	-	4
BBA 105	Business Mathematics	4	-	4
BBA 107	Introduction to IT	4	-	4
BBA 109	Financial Accounting	4	-	4
BBA 111	Personality Development & Communication Skills-I	4	-	4
PRACTICAL				
BBA 113	IT Lab	0	4	2
	Total	**24**	**4**	**26**

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 101: Principles of Management

L-4 T/P-0   **Credits-4**

Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Course Contents

Unit I   **Lectures:- 14**
Introduction: Concept, Nature, Process and Significance of Management; Managerial levels, skills, Functions and Roles; Management vs. Administration; Coordination as Essence of Management; Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.

Unit II   **Lectures:- 16**
Planning: Nature, Scope and Objectives of Planning; Types of plans; Planning Process; Business Forecasting; MBO: Concept, Types, Process and Techniques of Decision-Making; Bounded Rationality.
Organising: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit III   **Lectures:- 16**
Staffing: Concept, Nature and Importance of Staffing.
Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation:Maslow, Herzberg, X, Y and Z; Leadership: Meaning and Importance; Traits of a leader; Leadership Styles – Likert's Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.
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Unit IV   **Lectures:-6**
Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques – Traditional and Modern; Effective Control System.

Text Books
1. Robbins, (2009). *Fundamentals of Management: Essentials Concepts and Applications*, 6th edition, Pearson Education.
2. Stoner, Freeman and Gilbert Jr. ((2010)) *Management,* 8th Edition, Pearson Education.

Reference Books
1. Koontz, H.(2008), *Essentials of Management,* McGraw Hill Education.
2. Gupta, C.B. (2008), *Management Concepts and Practices*, Sultan Chand and Sons, New Delhi.
3. Ghillyer, A, W., (2008) *Management- A Real World Approach*, McGraw Hill Education.
4. Mukherjee, K, (2009), *Principles of Management*, 2nd Edition, McGraw Hill Education.

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 103: Business Economics-I

L-4 T-0   **Credit-4**

Objectives: The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

Course Contents

Unit I   **Lectures:-12**

Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalism, Incrementalism, Market Forces and Equilibrium, Risk, Return and Profits.

Unit II   **Lectures:-18**

Consumer Behavior and Demand Analysis:
Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief)

Unit III   **Lectures:-10**

Theory of Production: Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS.

Unit IV   **Lectures:-12**

Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

Text Books:
1. Samuelson, P & Nordhaus, W. (2009) *Economics*, 18th Edition, McGraw Hill Education.
2. Dwivedi, D.N.(2008) *Managerial Economics*, 7th edition, Vikas Publishing House.

Reference Books:
1. Salvatore, D. ((2006)) *Managerial Economics in a Global Economy*, 6th edition, Oxford University Press.
2. Kreps, D.(2009). *MicroEconomics for Managers*, 1st edition, Viva Books Pvt. Ltd.
3. Peterson, L. and Jain ((2006)) *Managerial Economics*, 4th edition, Pearson Education.
4. Colander, D, C (2008) *Economics*, McGraw Hill Education.

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-105 Business Mathematics

L-4   T-0   **Credits –4**

Objectives: This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

Course Contents

Unit I   **Lectures:-12**
Principle of Counting: Permutations and Combination, Concept of Factorial, Principle of Counting, Permutation with Restriction, Circular Permutation and Combination with Restriction; Mathematics Induction: Principle, Sequences & Series -A.P.& G.P.

Unit II   **Lectures:-14**
Matrix Algebra: The Inverse of a Matrix. Properties of the Inverse Solution to a System of Equations by:

(i)   The Adjoint Matrix Methods.
(ii) The Gaussian Elimination mentor, Rank of a Matrix, Rank of a System of Equations. The Echelon Matrix; Vectors: Types Optimization Vector- Additions, Suggestions & Multiplication, Scaler Product, Vector Product; Linear Dependence of Vectors, Application of Matrices to Business Problems Input Output Analysis, Preparation of Depreciation Lapse Schedule, Variance Analysis, Inventory Flow Analysis.

Unit III   **Lectures:-14**
Differential Calculus: Optimization Using Calculus, Point of Inflexion Absolute and Local-Maxima and Minima, Optimization in case of Multi Variate Function. Lagrangian multipliers, Derivative as a Rate Measure, Applications in Business.

Unit IV   **Lectures:-12**
Integral Calculus & Differential Equations: Business application, Consumer's or Producer's surplus, Learning Curve; Differential Equations – Variable, Separable and Homogeneous Type- Business applications.

Text Books
1. Trivedi, ((2010)), *Business Mathematics*, 1ˢᵗ edition, Pearson Education.
2. Bhardwaj, R.S. (2000*). Mathematics for Economics and Business*, Excel Books.

References
1.   Raghavachari, M, ((2004)), *Mathematics for Management*, McGraw Hill Education.
2.   Cleaves, Cheryl, and Hobbs, Margie, (2008) *Business Math*, 7th Edition, Prentice Hall.
3.   Tuttle, Michael, D., (2008) *Practical Business Math: An Applications Approach*, 8th Edition, Prentice Hall.
4.   Khan, Shadab, (2008) *A Text Book of Business Mathematics*, Anmol Publications.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 107: Introduction to IT

L-4   T-0   **Credit-4**

Objectives: This is a basic paper for Business Administration students to familiarize with computer and it's applications in the relevant fields and expose them to other related papers of IT.

Course Contents

Unit I   **Lectures:-18**

Basics of Computer and its Evolution

Evolution of Computer, Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Various Fields of Computer, Input-output Devices (Hardware, Software, Human ware and Firmware), Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers.

Data Representation

Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)

Unit II   **Lectures:-10**

Computer Software: Types of Software, Compiler and Interpreter, Generations of languages, Computer Memory:

Primary Memory (ROM and it's type – PROM, EPROM,EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy Disks, Hard Disks, Magnetic Tape, Optical Disks – CD ROM and it's type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM, Flash Memory.

Unit III   **Lectures:-12**

Operating System Concept:

Introduction to Operating System; Function of OS, Types of Operating Systems, Booting Procedure, Start-up Sequence, Details of Basic System Configuration, Important Terms like Directory, File, Volume, Label, Drive Name, etc.

Introduction to GUI using Windows Operating System:

All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory

File Manipulation: Creating a File, Deleting, Coping, Renaming a File

Unit IV   **Lectures:-12**

Concept of Data Communication and Networking:

Networking Concepts, Types of networking (LAN, MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies Introduction to MS-Word, Spread Sheets and Graphical Solutions.

Text Books

1. ITL, ESL,((2005)) *Introduction to Infotech*, 1st edition, Pearson Education.
2. Goyal, Anita, ((2010)) Computer Fundamentals, 1st Edition, Pearson Education.

Reference Books

1. Leon and Leon, (1999) *Introduction to Information Technology*, Vikas Publishing House.
2. Joseph A. Brady and Ellen F Monk, (2007) *Problem Solving Cases in Microsoft and Excel*, Fourth Annual Edition, Thomson Learning.
3. Rajaraman, V., (2009) *Introduction to Information Technology*, Prentice Hall of India.
4. Deepak Bharihoke, (2009), *Fundamentals of Information Technology*, 3rd Edition, Excel Books.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 109: Financial Accounting
L-4 T-0 Credit-4

Objectives: The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Course Contents
Unit I   **Lectures:-16**
Meaning and Scope of Accounting: Objectives and nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting, Accounting Equation.
Accounting Principles and Standards: Accounting Principles, Accounting Concepts and Conventions, Accounting cycle system of accounting Introduction to Accounting Standards Issued by ICAI.
Journalising Transactions: Journal, Rules of Debit and Credit,
Sub Division of Journal: Cash Journal, Petty Cash Book, Purchase Journal, Purchase Return, Sales Journal, Sales Return Journal, Voucher System.

Unit II   **Lectures:-8**
Ledger Posting and Trial Balance: Ledger, Posting, Rules Regarding Posting, Trial Balance.
Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized, Expenditure, Revenue Recognition.

Unit III   **Lectures:-10**
Inventory Valuation: Meaning of Inventory, Objectives of Inventory Valuation, Inventory Systems, Methods of Valuation of Inventories, Accounting Standard 2 (Revised).
Depreciation Provisions and Reserves: Concept of Deprecation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS-6 (Revised) Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect).

Unit IV   **Lectures:-18**
Shares and Share Capital: Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries, Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of two classes of Shares, Right Shares, Re-issue of Shares.

Debentures: Classification of Debentures, Issue of Debentures, Different Terms of Issue of Debentures, Writing off Loss on Issue of Debentures, Accounting Entries, Redemption

w.e.f. Academic Session 2010-2011

of Debentures.

Company Final Accounts: Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI

Text Books

1. Tulsian, P.C., (2009) *Financial Accountancy*, 2nd edition, Pearson Education.
2. Maheshwari, S.N. and Maheshwari, S. K., (2009) *An Introduction to Accountancy*, Eighth Edition, Vikas Publishing House.

Reference Books

1. Bhattacharyya, Asish K., ((2010)) *Essentials of Financial Accounting*, Prentice Hall of India.
2. Rajasekran, ((2010)), *Financial Accounting*, 1st edition, Pearson Education.
3. Bhattacharya, S.K. and Dearden, J., ((2003)) *Accounting for Manager – Text and Cases*, 3rd Edition, Vikas Publishing House.
4. Glautier, M.W.E. and Underdown, B. ((2010)). *Accounting Theory and Practice*, Pearson Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

**BBA 111: Personality Development &
Communication Skills - I**

L-4   T-0   **Credit-4**

Objectives
1. To develop the skills of the professional undergraduate students for proper self expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.

2. The students should improve their personality, communication skills and enhance their self-confidence.

Course Contents
Unit-I   **Lectures:-12**
Fundamental of Grammar and their Usage: How To Improve Command Over Spoken and Written English with Stress on Noun, Verb, Tense and Adjective. Sentence Errors, Punctuation, Vocabulary Building to Encourage the Individual to Communicate Effectively, Common Errors in Business Writing.

Unit-II   **Lectures:-14**
Introduction to Business Communication: Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs; Media of Communication: Types of Communication: Barriers of Communication (Practical exercise in communication)

Unit-III   **Lectures:-14**
Business letter writing: Need, Functions and Kinds, Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters, Complaints and Adjustments; Departmental Communication: Meaning, Need and Types: Interview Letters, Promotion. Letters, Resignation Letters, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Press Release.

Unit-IV   **Lectures:-12**
Business Etiquettes and Public Speaking:
Business Manners. Body Language Gestures, Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings; Introducing Characteristic, Model Speeches, Role Play on Selected Topics with Case Analysis and Real Life Experiences.

Text Books:
1. Boove, C.L., Thill, J.V., and Chaturvedi, M., (2009) *Business Communication Today*, Pearson Education.
2. Murphy and Hildebrandt, (2008) *Effective Business Communication*, McGraw Hill Education.

Reference Books:

1. Krizan, A. C. Buddy, and Merrier, Patricia (2008) *Effective Business Communication*, 7th Edition, Cengage Learning.
2. Lesikar, (2009), *Business Communication: Making Connections in a Digital World*, McGraw Hill Education.
3. McGraw, S. J., (2008) *Basic Managerial Skills for All*, 8th edition, Prentice Hall of India.
4. Wren & Martin, (2008), *English Grammar and Composition*, Sultan chand & Sons.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 113: IT Lab

L-0, T-04   Credit-2

Lab would be based on the following topics:

1. **All commands specified in unit III using Windows**

2. **Introduction to MS-Word**:
Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

3. Introduction to MS-Excel:

Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

4. Introduction to MS Powerpoint

PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.