

Circulars file

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CIRCULAR NO.SU/BBA&BCA/CBC & GS/66/2018

It is hereby informed to all concerned that, the syllabi prepared by the Board of Studies & recommended by the Dean, Faculty of Commerce & Management the **Academic Council at its meeting held on 30 June & 02 July 2018 has accepted the syllabi under Choice Based Credits & Grading System for Bachelor of Computer Application & Bachelor of Business Administration First Semester** under the Faculty of Commerce & Management as enclosed herewith.

This is effective from the Academic Year 2018-2019 and onwards.

All concerned are requested to note the contents of this circular and bring the notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.
REF.NO.SU/2018/
Date:- 17-07-2018.

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[Signature]
**Deputy Registrar,
Syllabus Section**

Copy forwarded with compliments to :-

- 1] **The Principals, affiliated concerned Colleges, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] **The Director, University Network & Information Centre, UNIC, with a request to upload this Circular on University Website.**

Copy to :-

- 1] The Director, Board of Examinations & Evaluation,
- 2] **The Section Officer, [B.Com.Unit] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra],
- 7] The Public Relation Officer,
- 8] The Record Keeper,

**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



Curriculum of

BACHELOR OF BUSINESS ADMINISTRATION

(BBA)

1ST YEAR

under Choice Based Credit & Grading System

SEMESTER FIRST

[Effective from the Academic Year 2018-19 & onwards]

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD.**FACULTY OF MANAGEMENT SCIENCE.**

Syllabus - Bachelor of Business Administration (BBA)

Choice Based Credit System (CBCS) - 2018-19

Semester & Credits	Core Course [04]	Ability Enhancement Compulsory Courses [AEC] [01]	Discipline Specific Elective [DSE] [01]
I Credit 24	1. Business Accountancy – I 2. Management Perspective – I 3. I T Fundamentals 4. Business Statistics	1. Human Communication in Business	Elective Paper [Any One] 1. Business Organisation 2. Corporate Governance – I
Total Credits 24	No. of Credits : 16	No. of Credits : 04	No. of Credits : 04



FIRST SEMISTER

Paper Number	Subject/ Title of the Paper	Course	Weekly		Credits		IA	UA	Total Marks	Duration of Theory Exam
			Th	Pr	Th	Pr				
I	Accountancy - I	Core Discipline	4	-	4	-	20	80	100	3 Hrs
II	Management Perspective - I	Core Discipline	4	-	4	-	20	80	100	3 Hrs
III	Business Statistics	Core Discipline	4	-	4	-	20	80	100	3 Hrs
IV	IT Fundamentals	Core Discipline	3	1	3	1	20	80	100	3 Hrs
V	Human Communication in Business	Ability Enhancement Compulsory	4	-	4	-	20	80	100	3 Hrs
VI	1.Business Organisation 2.Corporate Governance	Discipline Specific Elective [Any One]	4	-	4	-	20	80	100	3 Hrs
	Total		23	1	23	1	120	480	600	--

Paper I-**BUSINESS ACCOUNTANCY - I****Theory 80****Sessional 20****Credits 4**

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1. Double Entry Accounting System Introduction and concept & Advantages, Accounting Cycle, Types of Account, Journalising Rules, Subsidiary Books, Ledger, Trial Balance

 2. Cash Book – Single Column & Double Column.

 2. Trading, Profit and Loss Account and Balance Sheet (Simple exercise on Sole Trader, Final Account expected)
 3. Partnership Account: Introduction, Preparation of Partnership Final Accounts.
 4. Depreciation Introduction, meaning and definition, methods of Depreciation
 1. Fixed Installment Method
 2. Reducing Balance Method.

Reference Books:

1. Shukla & Greval “ Advanced Accounts “ S. Chand & Co.
 2. Batliboy “ Advanced Accounting “ , Standard Accounting Publication.
 3. Khan & Jain “ Financial Management “ Tats Mc Graw Hill.
 4. S.C Kuchal “ Financial Management “
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PAPER II- MANAGEMENT PERSPECTIVE I

Theory 80
Sessional 20
Credits 4

Unit – I	Management Concepts : (Philosophy of Management) Theo Haimanns Concept of Management. Management is what management does. Management is a process for the utilisation of growth – inputs . Management Is the art of getting things done . Management is the development of the People . Management versus Administration . Several Concepts for getting results through people : M.B.C. , M.B.S. , M.B.R. , M.B.E. , M.B.P., .M.B. M., M.B.O.
Unit- II	Fundamentals of Management: Science or Art. Is Management a Profession ? Role of agencies interested in promoting professionals. Principles of Universality of management. The manager & his job . Different approaches to management.
Unit- III	Evolution of Management Thought : Management in antiquity. Management in the Pre-Taylor period . Impact of industrial Revolution on Management . The advent of scientific management Nineteenth century contributions. The Beginning of scientific epoch in management . Taylors philosophy in the scientific method . Gantt's Philosophy of humanity in industry . Emerson's philosophy of efficiency . Gilbeth's Philosophy of the one best way Evolution of Management Thought : School of Management Theory : 1) The Classical School including : i) Scientific Management School (Taylor & his followers) ii) Management Process School (Fayol, Follet, Gillick, Urwick) iii) Bureaucracy Theory School (Max Weber) 2) The Human Relations School (Neo Classical) : Hawthorne Experiments by Elton Mayo) 3) The Contingency Theory School
Unit- IV	Objective : Objectives & Social Responsibilities of Business. Goals of business – Concept & Nature of Objectives, Importance of Objectives, Types of Objectives, Balancing the Objectives MBO . The Social Responsibilities of business . Areas of social Obligation . Classification of social responsibility. Problem of change .Recommendations for Environmental Planning .
Unit- V	Management Thinkers – Mary Parker follett. George Elton mayo , Henry Fayols contribution to management thoughts. The principles of management. Schools of management theory . Management movement in India . The problem of management development.

Reference Books:

- 1) Organisational & Management– Dr. S.C. Saxsena –Sahitya Bhavan - Agra.
- 2) Modern Business Organisation & Management – Sherlekar & Sherlekar
- 3) Principles of Mangement – C.N.Sontakke

PAPER III -**BUSINESS STATISTICS****Theory 80****Sessional 20****Credits 4**

1. Introduction, Origin & Growth of Statistics, Definitions, Functions, Scopes and Limitations.
2. Organising Statistical Survey, Planning the Survey, Scope of Survey Techniques of data Collection.
3. Sampling and sample designs.
4. Classification and Tabulation of Data.
5. Measures of Central Value - Mean, Median and Mode,
6. Measures of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation.
7. Correlation Analysis:
 - Introduction: Utility of the study of correlation, Correlation and causation
 - Types of correlation - Positive and Negative Correlation
 - Karl Pearson's Coefficient of Correlation.

Reference Books:-

1. Seymour Lipschutz Probability - Schaum Outline series. Mc Graw Hill.
2. M.C. Shukla and S.S. Gulshan - Statistic S. Chand & Co. New Delhi.
3. V. Seetharaman - A Text book of Statistics - M. Nandana South Bros.
4. Gupta and Kapoor Fundamental of Statistics.
5. D.N. Elhance Statistical Methods

PAPER IV**I.T.FUNDAMENTALS****Theory 80****Practical 20****Credits 4**

Unit – I Fundamentals of Computer; Data, Information, Data Processing, Input, Process, Output, EDP, Computer based Processing advantages , Role of Hardware and Software in computing, I.T. , Features and impact of I.T. on business, Historical Background of Development of computer field, Types and Generations of Computer

Unit – II Different Input /Output and storage devices

Unit – III Computer codes and languages; Computer Codes; Different number systems, Binary , Octal, Hexadecimal, Decimal, Conversion from one base to another base,- Coding, BCD, EBCDIC, ASCII, High level, low level, Assembly language

Unit – IV Operating System; Concept, its role in computing, functions of OS, Components of Operating System, Types- Single user and Multi user, Popular Operating systems, MSDOS, Internal and External Commands, Concept of GUI, Windows, Utilities in Windows through Control Panel, My Computer, Notepad, Paintbrush etc,

Practical:

1. Familiarizing students with different devices and facilities of computer system
2. Using MSDOS Command- DIR,DATE,TIME,CLS,EDIT,COPYCON,REN,FORMAT, PROMPT,PATH, TYPE, MORE, TREE , VER, CHKDSK, FIND, RESTORE, COPY, DISKCOPY, XCOPY, Wildcard characters.
3. Working in Windows- Settings, Control Panel, Display, Add New Printer, Mouse, Date and Time, Regional Settings, Calculator, Character Map, Games, MSDOS Prompt, Transferring and updating file through My Brief case & Direct Cable Connection, Browsing through My Computer, Text Editing in Notepad, Drawing through Paint brush, file handling through Recycle Bin, Scanning Disk through Scandisk.

Reference Books:

1. Chetan Srivastav “ Information Technology”,
 2. O,Brien J. “ Management Information System”, Tata McGraw Hills, New Delhi
 3. P.K.Taxali” PC Software made simple”, Tata McGraw Hills, New Delhi
 4. V.Rajaraman “ Fundamentals of Computer”, Prentice Hall of India, New Delhi
 5. Sanders D.H. “ Computers Today”, Tata McGraw Hill
 6. Denies Sheila S. “ Microsoft Office Professional for Windows 95”, BPB Publications
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PAPER V-**HUMAN COMMUNICATION IN BUSINESS****Theory 80****Sessional 20****Credits 4**

Unit – I Nature , Function , Scope and limitations of Communication , Process Of Communication and its elements, Channels & Media of Communication, Types of Communication.

Unit – II Facilitators and Barriers in organisation and managerial Communication

Unit – III Communication Skills : Filter & Feed back

Unit – IV Listening Skills

Unit – V Written Communication, merits, demerits, techniques, media

Unit – VI Business Correspondence – Letters of complaints , Claims ; Settlement of claims, Banking & insurance correspondence.

Unit – VII E-communication : Use of Electronic Devices in Modern Communication. Such as Modem, Fax, e-mail, chat, Tele-conferencing, Video conferencing, etc.

Reference Books :

1. Communication: C.S. Rayudu
 2. Business Communication : Bhende , Pradhan , Thakur
 3. Communication Dynamics Dr. Mrs. V.S. Mishra
 4. Business Communication Richard Huseman.
 5. Business Communication Bhende, Pradhan & Others.
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PAPER VI-**E1: BUSINESS ORGANISATION**

Theory 80

Sessional 20

Credits 4

Unit – I	Meaning of terms: Business, Industry, Commerce, Profession, Vocation
Unit – II	Meaning , Characteristics , Formation , and merits and demerits of the following terms: <ul style="list-style-type: none"> • Sole Proprietorship • Partnership • Joint Stock Company • Co – Operative Society • Public Enterprise • Non Profit Organisation. Conversion one form into another wherever feasible
Unit – III	Ownership Organisation decision choice of form of organisation the initial choice, Problem of expansion
Unit – IV	Business and its Environment <ol style="list-style-type: none"> 1. Social Responsibilities of business & public relations 2. Business & its environment 3. Objectives of business 4. Social Responsibility of a business firm 5. Corporate image
Unit – V	Rationalisation & Automation (Business term, Industry & Technological change) <ol style="list-style-type: none"> 1) Rationalization 2) Automation 3) Benefits of Rationalisation 4) Objections to Rationalisation
Unit – VI	Business Combination & Monopoly <ol style="list-style-type: none"> 1) Causes of Combinations 2) Types of Combination 3) Forms of Combination 4) Economics of Combination

Reference Books:

1. Fundamentals of Business Organisation and Management – Y.K. Bhushan
2. Management & Organisation by C.B. Gupta

PAPER VI-**CORPORATE GOVERNANCE****Theory 80****Sessional 20****Credits 4**

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| Unit- I | Concept of Corporate Governance: <ul style="list-style-type: none">• Meaning,• Principles of corporate governance,• Main Constituents of Good Corporate Governance. |
| Unit- II | Mechanisms and Controls for Corporate Governance in India: <ul style="list-style-type: none">• Indian Model of Corporate Governance, Role of - Board of directors, Shareholders, Stakeholders, Bankers, Auditors, Agents, Investors etc. |
| Unit- III | Structure and Responsibilities of the Board of Directors In India. <ul style="list-style-type: none">• Problems of corporate governance in India. |
| Unit - IV | Corporate Governance Practices in leading Corporate in India (overview) <ul style="list-style-type: none">• TATA• Videocon• State bank of India |
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Reference Books:-

1. Das, "Corporate Governance in India: An Evaluation", First Edition, PHI Learning Pvt. Ltd
2. Sharma Sunita, "Corporate Governance in India", First Edition, New Century Publications
3. A.C. Fernando, "Business Ethics and Corporate Governance", Pearson Education India
4. Sanjay Bhayana, "Corporate governance practices in India" First Edition, Regal Publications
5. Shaikh Saleem, Business Environment, 2th ed., Pearson Education

