

COURSE CONTENT FOR SEMESTER – I

BBA-101: FUNDAMENTALS OF MANAGEMENT

Unit – I: Introduction Concepts, Objectives, Nature Scope and Significance of management Evolution of management thought- Contribution of Taylor, Weber and Fayol management.

Unit – II: Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

Unit – III: Organizing: Concept, Objectives, Nature of organizing, Types of Organization, delegation of authority, Authority and responsibilities, Centralization and Decentralization, Span of control

Unit – IV: Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Style. Importance, Styles, Supervision, Motivation, Importance & Theory of Motivation, Communication.

Unit – V: Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.

Suggested Readings:

1. Pagare Dinkar; Principles of Management
2. L M Prasad; Principles and Practice of Management
3. Satya Narayan and Raw VSP ; Principles and Practice of Management
4. Srivastava and Chunawalla; Management Principles and Practice

BBA-102: ORGANISATION BEHAVIOUR

Unit – I: Introduction, nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

Unit – II: Individual Behavior - Individual behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.

Unit – III: Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organizations.

Unit – IV: Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.

Unit – V: Management of Change: Change and Organizational development, Resistance to change, Approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics in Organizational Quality of work life, Recent advances in OB.

Suggested Readings:

1. Bennis, W.G.; Organization Development
2. Breech Islwar; Organization -the frame-Work of Management
3. Dayal, Keith ; Organizational Development
4. Sharma, R.A. ; Organizational Theory and Behavior
5. L.M Prasad ; Organizational Behavior

BBA-103: MANEGERIAL ECONOMICS

Unit – I: Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics in Business Management, Nature and Scope of Managerial Economics, its relationship with other subjects.

Unit – II: Meaning of demand. Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve, Laws of Demand, Elasticity of Demand Types & Measurement, Supply Analysis, Demand Forecasting.

Unit – III: Market analysis-Nature of market, Types of markets and their characteristics pricing under different market structures-Perfect, Monopoly, oligopoly and Monopolistic completion.

Unit – IV: Pricing methods and Pricing Policies, Price Discrimination, National Income: Concepts and Measurements.

Unit – V: Economic Growth and Development, Business Cycle, The balance of payments, Inflation.

Suggested Readings:

1. Adhikari M ; Management Economics
2. Gupta G.S. ; Managerial Economics
3. Lal S.M ; Principles of Economics
4. Vaish & Sunderm; Principles of Economics
5. Gupta, K.G.; Managerial Economics

BBA-104: ACCOUNTING AND FINANCIAL ANALYSIS

Unit – I Overview : Nature, Objectives and Functions of Accounting, Accounting Concepts, Conventions and Principles, Accounting Equation, International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards.

Unit – II: Mechanics of Accounting : Double Entry System of Accounting, Journalizing of Transactions; Preparation of Final Accounts, Profit & Loss Accounts, Profit & Loss Appropriation Accounts and Balance sheet, Policies related with Depreciation, Inventory and Intangible assets like copyright, Trademark, Patents and Goodwill.

Unit – III: Analysis of Financial Statement : Ratio Analysis – Solvency Ratios, Profitability Ratios, Activity Ratios, Liquidity Ratios, Market Capitalization Ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service and Banking Organizations.

Unit – IV: Fund Flow Analysis : Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Fund Flow Statement and it's Analysis.

Unit –V: Cash Flow Analysis : Various Cash and Non Cash Transactions, Flow of Cash, Preparation of Cash Flow Statement and it's Analysis.

Suggested Readings:

1. Agarwal B.D ; Advanced Accounting
2. Chawla & Jain ; Financial Accounting
3. Chakrawarti K.S ; Advanced Accounts.
4. Gupta R.L. & Radhaswamy ; Fundamentals of Accounting
5. Jain & Narang ; Advanced Accounts
6. Shukla & Grewal ; Advanced Accounts
7. K. G. Gupta : Accounting and Financial Analysis.

BBA-105: BUSINESS LAW

Unit – I: Indian Contract Act: Offer, Acceptance, Agreement and Contract; Capacity of parties; Essentials of Contract; Valid Contracts ; Performance of Contracts; Termination of Contract, Consequence and Remedies for Breach of Contract.

Unit – II: Void Contracts; Contingent Contracts; Quasi Contract; Contract of Indemnity and Guarantee; Bailment, Lien, Pledge and Agency Contracts.

Unit – III: Sales of Goods Act: Definition, Features, and Formation of Sale Contract; Condition and Warranty, Transfer of Ownership of Goods; Performance of Sale Contract; Rights of Unpaid Sellers; Auction Sale.

Unit – IV: Limited liability Partnership: Definition; Incorporation; Eligibility to be Partner, Relationship of partners, Partners as agent, Penalty for False statement; winding up

Unit – V: Negotiable Instruments: Definition, Features, Types, Recognition, Crossing And Endorsement of NIs.

Suggested Readings:

1. N.D. Kapoor ; Elements of Mercantile law (including Company Law Industrial Law)
2. Gulshan S and Kapoor ; Lectures on Business & Economics Laws
3. Kuchall ; Business Laws
4. Mandal C ; Economics and other Legislations
5. Awtar Singh : Principles of Mercantile Law

BBA-106: BUSINESS ORGANIZATION AND ETHICS

Unit –I : Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organization, Evolution of Business Organization . Modern Business, Business & Profession.

Unit – II: Business Unit, Establishing a new business unit. Meaning of Promotion. Features for business, Size of Business Unit, Determinants of Establishment of a new Business Unit.

Unit – III: Forms of Business Organization. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

Unit – IV: Business Ethics- An overview-Concept, nature, evolving ethical values, Arguments against business Ethics. Relationship between Ethics & Corporate excellence – Corporate mission and statement, Code of Ethics and culture, Indian Ethics.

Unit – V: Business and Society Changing Concepts and Objectives of Business, Professionalization, Business ethics, Gandhian Philosophy, Organizational Culture, Technological Development and Social Change, Social Responsibility of Business, Social Audit

Suggested Readings

1. Koltar Philip ; Marketing Management
2. Stanton, Etzel Walker; Fundamentals of Marketing
3. Saxena Rajan; Marketing Management
4. Chottorjee S.K.Business Organisation
5. JagdishPrakash Business Organistaton and Management
6. Om Prakash Business Organisation

QUALIFYING PAPER

ENVIRONMENTAL STUDIES (CODE-008)

Unit-1: The Multidisciplinary Nature of Environmental Studies:

Definition, Scope and Importance, Need for Public Awareness.

Unit-2: Natural Resources

❖ Renewable and Non-renewable Resources:

Natural resources and associated problems: -

- a) **Forest Resources:** use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) **Water Resources:** use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.
- c) **Mineral Resources:** use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) **Food Resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) **Energy Resources:** Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies
- f) **Land Resources:** Land as a resource; land degradation, man induced landslides, soil erosion and desertification.

❖ Role of an individual in conservation of natural resources.

❖ Equitable use of resources for sustainable lifestyles

Unit-3: Ecosystems

- ❖ Concept of an ecosystem
- ❖ Structure and function of an ecosystem
- ❖ Producers, consumers and decomposers
- ❖ Energy flow in the ecosystem
- ❖ Ecological succession
- ❖ Food chains, food webs and ecological pyramids
- ❖ Introduction, types, characteristic features, structure and function of the following ecosystem:-
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit-4: Biodiversity And Its Conservation

- ❖ Introduction – Definition: genetic, species and ecosystem diversity.
- ❖ Bio geographical classification of India
- ❖ Value of biodiversity: Consumptive use, productive use, social, ethical, and aesthetic and option values.
- ❖ Biodiversity at global, National and local levels.
- ❖ India as a mega-diversity nation
- ❖ Hot-spots of biodiversity.
- ❖ Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts.
- ❖ Endangered and endemic species of India
- ❖ Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit-5: Environmental

Pollution Definition:

- ❖ Causes, effects and control measures of:-
 - a) Air pollution
 - b) Water pollution
 - c) Soil pollution
 - d) Marine pollution
 - e) Noise pollution
 - f) Thermal pollution
 - g) Nuclear pollution
- ❖ Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- ❖ Role of an individual in prevention of pollution
- ❖ Pollution case studies
- ❖ Disaster Management: Floods, earthquake, cyclone and landslides.

Unit-6: Social Issues And The Environment

- ❖ From Unsustainable to Sustainable development
- ❖ Urban problems related to energy.
- ❖ Water conservation, rain water harvesting, watershed management
- ❖ Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- ❖ Environmental Ethics: Issues and possible solutions.
- ❖ Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies.
- ❖ Wasteland reclamation.
- ❖ Consumerism and waste products
- ❖ Environment Protection Act.
- ❖ Air (Prevention and Control of Pollution)Act
- ❖ Water (Prevention and Control of Pollution)Act
- ❖ Wildlife Protection Act
- ❖ Forest Conservation Act
- ❖ Issues involved in enforcement of environmental legislation
- ❖ Public awareness

Unit-7: Human Population And The Environment

- ❖ Population growth, variation among nations.
- ❖ Population explosion: Family Welfare Programme.
- ❖ Environment and human health
- ❖ Human Rights
- ❖ Value Education
- ❖ Women and Child Welfare
- ❖ Role of Information Technology in Environment and human health
- ❖ Case Studies

Unit-8: Field Work

- ❖ Visit to a local area to document environmental assets-river / forest / grassland / hill /mountain.
- ❖ Visit to a local polluted site – Urban / Rural / Industrial /Agricultural
- ❖ Study of common plants, insects ,birds.
- ❖ Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours).
