

First Semester

Curriculum

BBA (Full Time) 3 Yrs. Program of D.A.V.V., Indore

For

Affiliated Institutions

Semester I

BB-101 Managerial skills

BB-102 Fundamentals of Management

BB-103 Economics-1

BB-104 Basic Accounting

BB-105 Hindi

BB-106 Information Technology

Managerial Skills BB 101

Objective: To offer exposure of essential managerial skills to students and developing these skills in the students.

Scheme: Internal evaluation shall be of 20 marks. Internal- 10 marks for written test (Best of 2 out of 3), 10 marks will be for Project/Assignment/Presentation/Case Study. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Syllabus Unit I: Introduction to skills & personal skills Importance of competent managers, skills of effective managers, developing self awareness on the issues of emotional intelligence, self learning styles, values, attitude towards change, learning of skills and applications of skills.

Unit II: Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity, conceptual blocks, conceptual block busting. Skills development and application for above areas.

Unit III: Building relationship Skills for developing positive interpersonal communication, importance of supportive communication, coaching and counseling, defensiveness and disconfirmation, principles of supportive communications. Personal interview management. Skill analysis and application on above areas.

Unit IV: Team building: Developing teams and team work, advantages of team, leading team, team membership. Skill development and skill application.

Unit V: Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works. Skills development and skill application on above areas.

Unit VI: Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing.

Text Books

1. V.S.P.Rao **Managerial Skills** Excel Books,2010, New Delhi
2. David A Whetten, Cameron **Developing Management skills**, PHI 2008
3. Ramnik Kapoor **Managerial Skills** PathMakers ,Banglore
4. Kevin Gallagher, **Skills development for Business and Management Students**,Oxford,2010
5. Monipally,Muttthukutty **Business Communication Strategies** Tata McGraw Hill. 1e

Reference Books

1. Krishnamohan & Meera Banerjee, 1998. Developing Communication Skills, New Delhi: McMillan India Ltd.
2. Ragendra Pal & Korlahali J.S. 1996. Essentials of Business Communication, New Delhi: 1996: Sultan Chand & Sons.

Fundamentals of Management BB 102

Objective: To familiarize the student with the concepts and principles and functions of management and the recent developments in management practice.

Scheme: 20 marks for internal evaluation. Internal- 10 marks for written test (Best of 2 out of 3), 10 marks will be for Project/Assignment/Presentation/Case Study End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions

Syllabus

Unit I: Management concepts & Evolution: Definition - nature - scope and functions of management. Importance of management, role of manager, management and administration, functional areas of management, POSDCORB-Evolution of management thought - Relevance of management to modern industry, Govt., University, hospital & other institutions.

Unit II: Planning : Meaning, features, nature and importance of planning. Procedure, types of planning, Techniques. Elements of planning, principles of planning, planning and control, types of plans. Objectives, MBO.

Unit III: Organizing: Nature - purpose - organizational structure - Theories of organization - span of control - Line & staff functions. Authority & Responsibility - centralization and decentralization -delegation of authority.

Unit IV:Staffing:Staffing nature and purpose, selection, PA and Creer planning

Unit V: Directing: Nature of directing - leadership qualities - styles - motivation - morale and discipline.

UnitVI Controlling: The objectives and process of control - Role of information in control- Performance standard – Measurement of performance, remedial act – Integrated control system in an organization. Control techniques.

Text Books

1. Koontz, Weihrich **Essentials for Management :An International Perspective** TMH&e
2. V S P Rao & Hari Krishna **Management text and cases** Excel Books, New Delhi
3. Kreitner, **Management Theory and Applications**, Cengage Learning,India, 2009
4. Robbins, **Management**, 9th edition Pearson Education, 2008,

Suggested Readings

1. Parag Diwan **Management principles and practice**, Excel Books, New Delhi
2. Anil Bhat & Arya Kumar **Principles Processes and Practices** 1st E 2008 Oxford
3. Satyaraju & Parthsarthy,**Management Text and Cases**, PHI Learning, 2009
4. Kanishka Bedi, **Management and Entrepreneurship**, 1st Edition 2009 Oxford

Economics-1

Objective: To impart understanding of micro economic concepts.

Scheme: 20 marks for internal evaluation. Internal- 10 marks for written test (Best of 2 out of 3), 10 marks will be for Project/Assignment/Presentation/Case Study End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions .

Syllabus

Unit 1: Introduction to Economics: Definition, Nature and Scope of Economics. Micro and Macro Economics, Role of Economics in Decision Making.

Unit II: Demand Analysis and Supply Analysis: Meaning of Demand, Types of Demand, Law of demand, Determinants of Demand, Demand Function, Elasticity of demand- price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand, Law of Supply, Supply Schedule, Supply Curve, Price elasticity of supply,

Unit III: Production Analysis: Production function, Types of Production Function, Law of Returns, Law of variable proportions, Law of Increasing Returns, Law of Constant Returns, Law of Diminishing returns, Returns to scale,

Unit IV: Cost and Revenue Analysis: Cost concepts, Elements of Cost, Relationship between Production and Cost, Average and Marginal cost curves, Relationship between average and marginal cost, Concept of revenue, Revenue Curve, Relationship between average and marginal revenue,

Unit V: Market Structures: Meaning of Market, Classification of markets, Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly Market.

Unit VI: International Tread :Balance of Payments, Concepts, Disequilibrium in BOP: Methods of Correction, Tread Barriers and Tread Strategy, Free Trade vs. Protection,

Text Books

1. Samuelson & W.D. Nordhaus –**Economics** 18 eTata MacGraw Hill
2. D.N.Dwivedi, **Managerial Economics**, Vikas Publications, New Delhi –
3. S K Agarwala **Microeconomics** - Excel Books
4. Atmanand **Managerial Economics** Excel Books, New Delhi
5. Henderson **Microeconomic Theory: A Mathematical Approach**,3eTata Mac Graw Hill

Basic Accounting BB 104

Objective: To familiarize and develop an understanding of accounting concepts for effective recording of business operations of an entity with special reference to corporate form of business organization.

Scheme: The faculty member will award internal marks out of 20 (10 for Tests and 10 for project) The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will have 3 theory questions out of which students will be required to attempt any 2 questions. Section B carrying 60 marks will contain five practical/numerical problem(s), out of which a candidate is required to attempt any three.

Syllabus

Detailed Contents :

Unit I Purpose of Accounting and its. Place in Business, Limitations, Relationship with other Financial Areas. Advantages & Importance.

Unit II:Basic Accounting Concepts and conventions : Money Measurement Concept, Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accrual Concept, Conservatism, Materiality Concept, Consistency concept, and accounting conventions

Unit III:Accounting Structure : Process of Accounting Journal, Ledger and Trial Balance Errors & their rectification based on Double Entry Book-Keeping System,

Unit IV: Bank Reconciliation statement.

Unit V:Preparation of Financial Statements : Form and Preparation of Income Statement and Statement of Financial Position, Adjustments.

Unit VI: Accounting for Depreciation and its importance in decision making.-Fixed Installment Methods & Reducing Balance Methods.

Unit VII:Preparation of final accounts of Joint stock companies and overview of Indian and International accounting standards.

Text Books:

1. Agrawal,Srinivasan **Accounting Made Easy** 1e Tata McGraw Hill
2. Sudhindra Bhat **Management Accounting** Excel Books, New Delhi
3. S.N. Maheshwari, **Introduction to Accountancy**, Vikas Pub Edition, 2009
4. Nitin Balwani **Accounting and Finance for Managers**, Excel Books, New Delhi
5. N.Ramchandran, Kakani, **Financial Accounting for Management**, TMH, 2008
6. Jain & Jain **Accounting for Manager**, PathMaker, Bangalore

Reference Books:

1. Paresh Shah, Basic Financial Accounting for Management, New Delhi, Oxford University Press, 2008.
2. Banerjee, Financial Accounting, PHI, 2009.
3. John Wild, Financial Accounting Information for Decisions, New Delhi, Tata-Mac Graw-Hill, 2008
4. S.N. Maheshwari and S. K. Maheshwari, A Text Book of Accounting for Management, New Delhi, Vikas Publishing House, 10th Edition, 2009
5. Louderback, Managerial Accounting 10th edition, Cengage Learning,India
6. S.K. Bhattacharyya, Accounting for Managers,Reprint 2009, Vikas Publishing House Pvt. Ltd.

HINDI BB – 105

हिन्दी

Objective: To familiarize the student with the concepts and principles and functions of management and the recent developments in management practice.

Scheme: 20 marks for internal evaluation. Internal- 10 marks for written test (Best of 2 out of 3), 10 marks will be for Assignment/Presentation End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions

हिन्दी भाषा का स्वरूप –

1. हिन्दी साहित्य का इतिहास
2. मानक भाषा, अमानक भाषा
- निबन्ध –
 3. मित्रता (समचन्द्र शुक्ला)
 4. अध्ययन (मिश्रबन्धु)
 5. उद्देश्य और लक्ष्य (समचन्द्र वर्मा)
- कविता –
 6. हिमालय के प्रति (साम्बारीसिंह दिनकर)
 7. गोवीराम (धूमिल)
- उपन्यास –
 8. कर्मभूमि (प्रेमचन्द)
 9. आनन्दमठ (बंकिमचन्द्र चटोपाध्याय)
 10. राग दरबारी (श्रीलाल शुक्ल)
- व्याकरण
 11. संक्षेप
 12. पल्लवन या विस्तारण
 13. समाहार लेखन
 14. समास, सन्धि
- पत्र लेखन एवं संक्षेपिका –
 15. अलंकार
 16. छन्द
 17. शब्द एवं वाक्य रचना प्रकार
 18. अशुद्धि संशोधन
 19. शैली एवं प्रकार
 20. व्यवसायिक पत्र लेखन

Information Technology BB 106

Objective: objective of course is to offer understanding of basics IT application in day to day running of business.

Scheme: There shall be internal evaluation of 10 marks and practical examination for 20 marks. There shall be external examination for 70 marks in the paper. Internal shall be evaluated on the basis of test and assignment.

Syllabus

Unit 1. Introduction to Computer

Hardware: Input / Output devices, storage devices and memory.

Software: System and Application Software, Compilers, Interpreters and Assemblers. Computer Languages: Levels of languages, generation and their features. Generation of Computer (Phases of development of computers).

Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system.

HTML:-Basics of HTML Tags

Unit-2. Operating Systems

DOS: External and Internal Commands and Features.

WINDOWS 7: Basic Operations, utilities and features.

Unit 3. UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am I, banner, date, kill, etc.).

Unit 4. MS Word 2007: Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, working with graphics, templates, wizards and sample documents, introduction to mail merge and macros.

MS Access 2007: Database creation, screen/form design, report generation using wizard

Unit 5. MS Excel 2007: Excel basics, rearranging worksheets, excel formatting tips and techniques, introduction to functions, Excel's chart features, working with graphics, using worksheet as databases, automating "what-if" projects.

MS PowerPoint 2007: PowerPoint basics, creating presentation the easy way, working with text in PowerPoint, working with graphics in power point

Unit-6 Information Technology: Introduction to IT and its development, Impact and Future of IT in Business Organisation, Overview of the following: 4 GL, Image processing, Virtual Reality, Video Conferencing, Decision Support System, Expert System, Artificial Intelligence, and Information Super Highways.

Unit 7 TALLY: Basic functions & Overview

Text Readings

1. Balagurusamy **Fundamentals of Computer** 1e, Tata MacGrawHill
2. Deepak Bharihoke **Fundamentals of Information Technology** Excel books
3. Manish Mahajan **IT Infrastructure & Management** Acme learning
5. Rashi Agarwal **Computer Organisation and Design**, Acme learning