

**MAHARSHI DAYANAND SARASWATI
UNIVERSITY, AJMER**

FACULTY OF MANAGEMENT STUDIES

Syllabus

Bachelor of Business Administration (BBA)

BBA Part-I(Session- 2023-24)
Semester- I & II



**MaharshiDayanandSaraswatiUniversity
Ajmer**

Bachelor of Business Administration (BBA)

1. Objective

BBA program of MaharshiDayanandSaraswati University, Ajmer shall be a three year program in six semester designed to create junior and middle level managers for the corporate world. BBA graduates shall also be eligible for graduating into higher degree of learning. BBA programme emphasizes on conceptual understanding, enhancing creativity and critical thinking to encourage logical decision making and innovation. Regular formative assessment for learning, full equity, synergy in curriculum across all levels of education so that a multidisciplinary and holistic education is instilled in every individual. The BBA level education should also prepare learner to take up self-employment in a chosen area of expertise.

2. Programme

BBA program is designed as a six semester program spread over a three year period.

3. BBA Programme Outcome

The BBA Programme will enable the student to:

- * Understand the businesses with environmental, legal, social and governance perspective.
- * Get the knowledge and requisite skills in different functional areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
- * Equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
- * Inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions as managers in international business setting.
- * Provide practical industrial exposure to the students to gain managerial competencies and business acumen while attaining a holistic understanding of a business/industry.

4. Eligibility

- a. Candidate seeking admission to BBA program shall have passed XII (10+2) standard of CBSE or Rajasthan Board of Secondary Education or from any board of education in India or abroad recognised equivalent ther to in any discipline (Science, Arts, Commerce etc.) with at least 50% marks (45% for SC/ST/OBC) marks in aggregate or as per the orders/guidelines of the competent authority from time to time.
- b. Candidates who have appeared or are going to appear in XII examination may also apply for BBA program for the coming academic session. Admission of such candidates shall remain provisional until the specified date of that year, and if s/he fails to submit her/his marks sheet showing that s/he has passed XII examination with at least 50% marks (45% for SC/ST/OBC) marks in aggregate or as per the orders/guidelines of the competent authority from time to time, her/his admission shall stand cancelled.

5. Admission

Admission procedure to BBA program shall be determined by relevant authorities/ University.

6. Scheme of Examination

“Scheme of examination for end of semester examination applicable to all undergraduate courses (Pass Course)

The question paper of semester Examination for the Disciplinary Centric Core Course (DCCC), Discipline Specific elective (DSE), Ability Enhancement Course (AEC), Value Added Course (VAC) and Skill Enhancement Course (SEC) will be of 70 marks and it will be divided in two parts i.e. Part - A and Part-B. Part-A will consist of 10 compulsory questions. There will be at least three questions from each unit and answer to each question shall be limited up to 50 words. Each question will carry two marks. Total 20 Marks.

Part-B will consist of 10 questions. Atleast three question from each unit be set and student will have to answer five question, selecting atleast one question from each unit. The answer to each question shall be limited to 400 words. Each question carries 10 Marks. Total 50 Marks.

7. Internal Assessment- Continuous Evaluation: The continuous assessment will be of 30 marks for each paper and will be based on the following criteria by the concerned teacher of the subject as per requirement of the subject.

S. No.	Item
1	Tests/Term Papers/Quizzes
2	Assignments (May include Case Demos/Presentations/Write ups/ Viva voce, reflections etc.)
3	Attendance (It helps in developing discipline amongst students)

8. The student have to pass the external theory paper and internal assessment- continuous evaluation separately.

9. Program structure

BBA First Year; Semester I

Category	Type of Course	Course Code	Title of the Course	Credit	Internal	External	Total
CC	DCC	BBA 101 DCC	Principles of Business Management	6	30	70	100
CC	DCC	BBA 102 DCC	Financial Accounting	6	30	70	100
CC	DCC	BBA 103 DCC	Business Regulatory Framework	6	30	70	100
EC	AEC	BBA 104 AEC	English/Hindi/Rajasthani (Any One)	2	30	70	100
				20	120	280	400

BBA First Year; Semester II

Category	Type of Course	Course Code	Title of the Course	Credit	Internal	External	Total
CC	DCC	BBA 201 DCC	Organisation Behaviour	6	30	70	100
CC	DCC	BBA 202 DCC	Business Statistics and Mathematics	6	30	70	100
CC	DCC	BBA 203 DCC	Managerial Economics	6	30	70	100
EC	AEC	BBA 204 AEC	English Communication Skill/ Hindi Communication Skill/ Rajasthani Communication Skill (Any One)	2	30	70	100
				20	120	280	400

B. B. A. 1st year (Semester-I)

Course Nomenclature	BBA 101 DCC - Principles of Business Management
	Disciplinary Centric Core Course
Course Code	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: Understand concepts of business management, principles and function of management.</p> <p>CO2: Explain the process of planning and decision making.</p> <p>CO3: Create organization structures based on authority, task and responsibilities.</p> <p>CO4: Explain the principles of direction, importance of communication, barrier of communication, motivation theories and staffing styles.</p> <p>CO5: Understand the requirement of good control system and control techniques.</p>
Unit I	Management: Concept & significance, Management: Process, skills & Roles, Management: Nature, Levels & areas. Objectives, MBO, MBE, Planning.
Unit II	Decision Making, Organising: Nature, Principles & Theories. Organisation Structure & Departments, Authority: Delegation, Centralization, Decentralization & Span of Control. Co-ordination
Unit III	Directing: Meaning, Principles of Directing, Importance & Techniques of Directing; Motivation: Meaning, Importance, Theories, Classification, Essentials of sound techniques of Motivation; Staffing: Meaning, Importance, Elements of Staffing Function, Controlling: Meaning, Objectives, Need, Process, Techniques, and Essentials of effective control system.
Learner support Material	

Text books	Reference Books: <ol style="list-style-type: none"> 1. Management, Koontz “O” Donnell & Wehrich, International Student Edition, 8th Edition, Tokyo, 2. Principles & Practice of Management : T.N. Chhabra 3. Management-L.M. Prasad 4. Principles of Business Management; Gupta, Sharma and Bhalla; Kalyani Publications; 1st edition 5. Principles of Business Management, Stephen P. Robbins 6. Business Organisation & Management, Y.K. Bhushan, S.Chand & Sons 7. Principles of Management: Text and Cases, Dipak Kumar Bhattacharyya (2012), Pearson Publications, New Delhi
Online resources	To be informed by the course instructor

Course Nomenclature	BBA 102 DCC- Financial Accounting
	Disciplinary Centric Core Course
Course Code	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to CO1: Understand the framework of accounting as well accounting standards. CO2: The Ability to pass journal entries and prepare ledger accounts CO3: The Ability to prepare various subsidiary books CO4: The Ability to prepare trial balance and final accounts of proprietary concern. CO5: Construct final accounts
Unit I	Meaning and Scope of Accounting; Need, development, and definition of accounting, Book-keeping and accounting, Objectives of accounting, Accounting Transactions, Journal ; ledger; Trial balance; Capital and Revenue
Unit II	Accounting concepts & Convention, Final accounts; Trading account; profits and loss account; Balance sheet; Adjustment entries, Detection & correction of errors
Unit III	Depreciation, Depreciation Accounting, Provisions, and Reserves, Accounts of Non-Trading Institutions, Accounting standards in India, IFRS, Ind-AS, Sectional and Self balancing.
Learner support Material	
Text books	Reference Books: <ol style="list-style-type: none"> 1. Maheshwari S.N & Maheshwari S K, A text book of Accounting for Management 2. T. S. Grewal & S. C. Gupta, Introduction to Accountancy, 8th Edition, S. Chand 3. Book Keeping and Basic Accounting ,R S Singhal
Online resources	To be informed by the course instructor

Course Nomenclature	BBA 103 DCC- Business Regulatory Framework
	Disciplinary Centric Core Course
Course Code	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to

	CO1: Examine basic aspects of contracts vis-a-vis agreements and subsequently enter into valid business propositions. CO2: Describe various modes of discharge of contract and remedies available in case of a breach. CO3: Recognize and differentiate between the special contracts. CO4: Analyse the rights and obligations under the Sale of Goods Act. CO5: Understand nuances of Consumer Protection Act, Negotiable Instrument Act and FEMA
Unit I	Importance of Contract Act- Meaning & kinds of Contract- Essentials of a Contract – Offer & Acceptance – Free Consent – Capacity of the Parties – Lawful Consideration – Legality of Object – Performance of Contract – Discharge of Contract – Quasi Contract, remedies for Breach of Contract.
Unit II	Special Contract – Indemnity, Guarantee, Bailment, Pledge, Sales of Goods Act – Sale & Agreement to Sell- Conditions & Warranties- Transfer of Property- Rights of Unpaid Seller, Goods & their classification.
Unit III	Consumer Protection Act, 1986: Definition of Consumer, Grievance redressal machinery – District, State & National, Negotiable Instrument Act 1881-Forms & utility, FEMA 2000 : Definition & main provision
Learner support Material	
Text books	Reference Books: 1. Business Law by Sachdeva 2. Business Law by CA G.Sarkar. 3. Business Law by CA S.K. Kataria 4. Mercantile Law – M. C. Kuchhal 5. Business Law by Kapoor N D, S.Chand& Sons 6. Business Law by Bose D.C., Eastern Economy Edition 7. Business Law by Naulakha
Online resources	To be informed by the course instructor

Course Nomenclature	BBA 104 AEC - English/Hindi/Rajasthani
	Ability Enhancement Course
Course Credit	2
	The Student have to opt any one paper out of three and the content of syllabus can be seen separately.

B. B. A. 1st year (Semester-II)

Course Nomenclature	BBA 201 DCC- Organization Behaviour
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to CO1: Understand how an individual behaves individually and the way he/she behaves in an organization. CO2: Understand various kinds of personalities, perception, values, attitude etc. and their role in interpersonal skill. CO3: Understand organization structures and functioning of group forming, group decision-making, team building etc.

	CO4: Explain the principles of transactional analysis, conflict management, Negotiation etc. CO5: Understand and appreciate the dynamics of organizational culture, change, power and politics.
Unit I	Definition of OB,, Key elements , Nature, Scope, Need for studying OB, Foundation of individual behaviour: Introduction, Individual & individual differences, Human Behaviour, & its causation, `Understanding and Managing Individual behaviour - Personality, Perceptions, values, Attitudes, Motivation & Job satisfaction, Job Design , Morale
Unit II	Learning, Emotions & moods, Foundation of Group behaviour, Team building, Communication and group decision making, Leadership
Unit III	Transactional Analysis, Organizational Conflict, Conflict Management, Negotiation, Organisation Design, Organisational culture and change, Power & Politics .
Learner support Material	
Text books	Reference Books: <ol style="list-style-type: none"> 1. Organization Behaviour 7th Edition by F.Luthans,TMH 2. Organizational Behaviour by Stephen P.Robbins 3. Organizational Behaviour – Dr. S. S. Khanka , S.Chand&Compnay 4. Organizational Behaviour by J.S.Chandan, Vikas Publication 5. Organizational Behaviour by L.M. Prasad 6. Archana Tyagi (2011), OrganisationalBehaviour, New Delhi: Excel Books. 7. Gangadhara Rao, V.S.P. Rao &Narayana (2001), OrganisationalBehaviour, New Delhi: Konark Publishers. (latest edition)
Online resources	To be informed by the course instructor

Course Nomenclature	BBA 202 DCC Business Statistics and Mathematics
Course Code	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to CO1: Know different sources of data CO2: Ability to summarize and present data to a diverse audience CO3: Understand and use sampling and inferential statistics CO4: Ability to use regression and other statistical model building CO5:Ability to solve problems on linear programming, Matrices.
Unit I	Statistics: Meaning, Definition, Characteristics, Functions, scope and importance, Data Collection: primary and secondary, Methods of data collection, classification of data, tabulation & presentation of data, Types of graph and their merits and demerits, Bivariate & Multivariate diagram, Histogram, Frequency Polygon & Frequency Curve, Ogive, Measures of Central Tendency: Median, Mode, Arithmetic mean
Unit II	Measures of Dispersion, Correlation and Regression, Time Series Analysis, Interpolation and extrapolation, Index Number.
Unit III	Linear Programming: Formulation, Graphical Method; Matrices & Determinants-Definition, Types of Matrices, Algebra of Matrices, Determinants , Adjoint of Matrix , Inverse of a Matrix via Adjoint Matrix, Condition for existence & Uniqueness of Solution using Inverse of Coefficient Matrix, Problems
Learner support Material	

Text books	Reference Books: <ol style="list-style-type: none"> 1. Business Statistics – S. P. Gupta & M. P. Gupta 2. Statistical Methods – S. P. Gupta & M. P. Gupta 3. Statistic for Management – Jit, Chandan Das 4. Elhance D.H. Statistics Kitab Mahal 5. Statistics for Management by Levin &Rubin,Prentice Hall of India Ltd, New Delhi 6. Business Mathematics by R.S. Soni, Pitambar Publications 7. Quantitative Techniques in Management by N.D.Vohra, TMH 8. Business Mathematics by Dr. AmarnathDikshit& Dr. Jinendra Kumar Jain. 9. Business Mathematics by V. K. Kapoor - Sultan chand& sons, Delhi.
Online resources	To be informed by the course instructor

Course Nomenclature	BBA 203 DCC- Managerial Economics
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: Apply the concept and theories of demand and consumer behavior.</p> <p>CO2: Understand demand and supply concept, law of demand and supply, elasticity.</p> <p>CO3: Strengthen the foundations of the analytical approach to Managerial decision-making</p> <p>CO4: Apply concepts of factor pricing and production function in business practices.</p> <p>CO5: Understanding market structures and Understanding the various forms of competition.</p> <p>CO6: Understanding concepts of macroeconomics like National Income, Theory of wages and interest, business cycle, balance of payments, globalization etc.</p>
Unit I	Meaning, Scope and Methods of Micro-Economics, Basic problems of an economy, Business firm & its activities- Scarcity & choice, Marginal Analysis. Consumer Surplus Demand and Supply, Individual Demand & Market Demand, Demand Elasticity, Determinants of Demand, Law of Demand, Exception of Law of Demand, Law of Supply, Supply Elasticity
Unit II	Production as Value added activity, Scale economies & diseconomies, Production function Analysis, Factors of production, laws of production, Stages of production, Concepts of cost and revenue, Market: Definition, classification & Structure, Pricing Decision: Pricing and output decision under Oligopoly and Monopoly, Control of Monopoly, Comparison between Monopoly & Perfect Competition, Effects of Monopoly, Reasons of Emergence of Monopoly, Discriminating Monopoly, Types of Price Discrimination, Independent Pricing & Price rigidity, Price & Output determination under Perfect & Imperfect Market, Pure & Perfect Competition.
Unit III	<p>Wages – Interest – Rent and Profit – Marginal Productivity – Theory of wages – Ricardian Theory of Rent – Interest rate Theories.</p> <p>National Income – Concepts – Measurement of National Income – Difficulties in Measurement –</p>

	<p>Business Cycles – Various Phases – Important implications for Business – Appropriate Strategies and Policies both at the Macro and Micro Levels.</p> <p>Globalisation – Implication to the Indian Economy – Theory of International Trade – Balance of Trade – Balance of Payments – Current Situation and Future Prospects</p>
Learner support Material	
Text books	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Micro Economics by H. L. Ahuja, Himalaya Publication 2. Principle of Economics – M.L. Seth 3. Business Economics – S.K. Singh 4. Micro Economics Theory – J.V. Vaishampayan 5. P.L Metha, Managerial Economics - Sultan Chand Publications – New Delhi 6. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications - New Delhi. 7. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,- New Delhi. 8. Spencer M H, Contemporary Economics - Worth publishers – New York. 9. Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases – Tata McGraw Hill – New Delhi. 10.
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA 204 AEC – English Communication Skill/Hindi Communication Skill/Rajasthani Communication Skill
	Ability Enhancement Course
Course Credit	2
	The Student have to opt any one paper out of three and the content of syllabus can be seen separately.