

BBA (Regular)

I SEMESTER

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Languages	Language -I Kannada/Sanskrit/Urd u/Tamil/ Telugu /Malayalam/Ad ditional English / Marathi/ Hindi		4	3	20	80	100	3
	Language – II: English		4	3	20	80	100	3
Part 2 DSC	Principles of Management	1.1	4	3	20	80	100	4
	Market Analysis for Business Decisions	1.2	4	3	20	80	100	4
	Statistics for Business Decisions-I	1.3	4	3	20	80	100	4
	Financial Accounting	1.4	4	3	20	80	100	4
Part 3 CC	Constitutional Values – 1		3	1½	10	40	50	2
TOTAL					130	520	650	24

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Name of The Program: Bachelor of Business Administration Course Code: BBA 1.1 Name of the Course: PRINCIPLES OF MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the Students will be able to. <ol style="list-style-type: none"> a) Understand concepts of business management, principles and function of management b) Explain the process of planning and decision making. c) Create organization structures based on authority, task and responsibilities. d) Explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles e) Explain the requirement of good control system and control techniques. 		
SYLLABUS:		HOURS
Unit - 1: NATURE AND FUNCTIONS OF MANAGEMENT		10
Management: Meaning and Definition, Features and Importance of Management; Functions; Levels of Management; Management as a Science, Art and Profession; Management and Administration (meaning and differences).		
Unit - 2: PLANNING		8
Planning: Meaning, Features, Importance, Steps in Planning Process, Types of Planning- (Strategic planning, administrative planning, operational Planning, Contingent planning), Barriers to effective planning, Measures to make planning effective.		
Unit - 3: ORGANISING AND ORGANISATION STRUCTURE		14
Organizing Process –Concept of organization:- As an entity, as group of people, as a structure, as a process (meanings only); Principles of Organizing; Organizational structure - Formal Organizational structure: – Meaning, Types - Line Organization, Line and Staff, Functional, Project, Matrix and Virtual. Informal Organization: – Meaning, Characteristics, Importance, Limitations, Difference between Formal and Informal Organization; Factors influencing the organization structure- (Environment, strategy, technology, size, people).		

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Unit - 4: : DIRECTION	16
<p>Direction: Meaning Importance and principles of directing. Motivation: Concept, Importance, Features of Motivation; Motivational theories-Maslow's need hierarchy theory, Herzberg's Hygiene Theory, McGregor's Theory X and Theory Y. Leadership: Meaning, Leadership Styles- Autocratic, Democratic, Participative, FreeReign, Benevolent & Transformational Leadership (meaning and features of each) Communication: Meaning, Communication Process, Types, Barriers to Communication and measures to overcome the barriers in communication.</p>	
Unit - 5: COORDINATION AND CONTROLLING	
<p>Coordination- Meaning and need, requisites for effective coordination Controlling – Meaning, Importance, Control Process, Essentials of an Effective Control System, Control techniques- PERT& CPM (meaning and uses only).</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Compare the different types of leadership styles 2. Draw an organizational chart showing the line of authority and responsibility 3. Identify five control techniques used for better productivity of any organisation 4. Draw a chart showing the process of communication 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. L M Prasad, Principles and Practice of Management, Sultan Chand and Sons, New Delhi 2. Harold Koontz and Heinz Weihrich (2017), Essentials of Management: An International and Leadership Perspective, McGraw Hill Education, 10th Edition. 3. Stephen P Robbins and Madhushree Nanda Agrawal (2009), Fundamentals of Management: Essential Concepts and Applications, Pearson Education, 6th Edition. 4. James H. Donnelly, (1990) Fundamentals of Management, Pearson Education, 7th Edition. 5. P C Tripathi & P N Reddy (2005), Principles of Management, TMH Publications, 3rd Edition. 	

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Name of The Program: Bachelor of Business Administration Course Code: BBA 1.2 Name of the Course: MARKET ANALYSIS FOR BUSINESS DECISIONS		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the problem of scarcity and factors of production. b) Understand the concepts of law of demand, law of supply, production and cost of production in business operations. c) Differentiate the strategies for different forms of market. d) Understand the concepts of national income accounting. e) Recall the industrial policy of 1991.		
SYLLABUS:		HOURS
Unit.1: Foundations of Market Analysis		12
The problem of scarcity: Meaning of scarcity, Factors of production. Economics: Definition, Nature, and Scope; Micro and Macro Economics. Microeconomics: Meaning of Microeconomics, objectives of Microeconomics, Microeconomic issues in business. Production Possibility Curve and Opportunity Cost. Macro Economics: Meaning of Macroeconomics, objectives of Macroeconomics, Macroeconomic issues in business and Circular flow of goods and incomes.		
Unit.2: Mechanics of price Determination		20
Demand: Demand meaning, determinants of demand, the law of demand, elasticity of demand-price, income and cross elasticity, consumer behaviour & demand forecasting. Supply: Meaning, determinants, law of supply and elasticity of supply, Equilibrium. Production: Meaning, factors, laws of production of variable proportion, laws of returns to scale. Cost of Production: Concept of costs, short-run and long-run costs, average and marginal costs, total, fixed, and variable costs.		
Unit.3: Market Structures		8
Meaning of Market Structure- Factors influencing Market Structure; Perfect Competition, Duopoly, Oligopoly, Monopoly, Monopolistic Competition- Meaning and Features of each of the above		

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Unit.4: National Income	8
Meaning, Methods of estimating national income – expenditure method, income received approach, production method, value added or net product method. Other measures of national income – GDPP GNP, NNP, Personal income, Personal disposable income, Per capita income - Trends in GDP of India.	
Unit.5: Indian Economy and Business Development	8
Major features of Indian economy post-independence; Economic Reforms since 1991, NITI Aayog: Structure and Functions. Business analysis models - PESTEL (Political, Economic, Societal, Technological, Environmental and Legal), VUCAFU Analyses (Volatility, Uncertainty, Complexity, Ambiguity, Fear of Unknown and Unprecedentedness)	
Skill Development Activities: 1. Illustrate Circular flow of goods and income. 2. Illustrate the utility curve, supply curve, demand curve 3. List the GDP data of G20 countries for previous year 4. List any five important features of Industrial Policy of 1991	
Books for References: 1. Sundharam KPM, Sundharam EN., “ <i>Business Economics</i> ”, Sultan Chand & Sons 2. HL Ahuja., <i>Business & Economics</i> S. Chand Publishing – 3. M. John Kennedy., “ <i>Fundamentals of Business Economics</i> ” HPH 4. Froyen, R.T., “ <i>Macroeconomics</i> ”, Pearson Education 5. Dornbusch, R., Fischer, S. and Startz, R., “ <i>Macroeconomics</i> ”, McGraw-Hill, 6. Varian, H. R., “ <i>Intermediate Microeconomics: A Modern Approach</i> ” 7. Mankiw, G. N., “ <i>Principles of Microeconomics</i> ”, Cengage Learning India Pvt Ltd, 8. John Sloman, Alison Wride “ <i>Economics</i> ”, Pearson Education	

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Name of The Program: Bachelor of Business Administration Course Code: BBA 1.3		
Name of the Course: Statistics for Business Decisions-1		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
a. Understand the requirements of statistical framework b. Construct and visualize the data. c. Determine measures of central tendency and dispersion. d. Construct index numbers		
Syllabus:		Hours
Unit.1: INTRODUCTION TO STATISTICS		6
Introduction – Meaning, Definition of Statistics, Origin and Development of Statistics, Importance and Scope of Statistics, Limitation of Statistics, Distrust of Statistics.		
Unit.2: DATA COLLECTION ORGANISATION & VISUALISATION		12
Data in Business environment, Collection of Data - Techniques of Data Collection – Census Technique and Sampling Technique (Concepts). Classification: Meaning, and Methods of Classification of Data, Tabulation: Meaning, Parts of a Table – Simple problems on Tabulation; Diagrammatic Presentation: Bar Diagrams – Simple Bars, Multiple Bars, Percentage Sub-divided Bar Diagram; Two Dimensional Diagrams – Pie Diagram.		
Unit.3: MEASURES OF CENTRAL TENDENCY		12
Measures of Central Tendency: Calculation of Arithmetic Mean, Median and Mode for Individual, Discrete and Continuous Series – Problems (Direct Method only); Geometric Mean (Simple problems), Empirical relation between Mean, Median and Mode.		
Unit.4: MEASURE OF DISPERSION		12
Dispersion: Mean Deviation, Variance, Standard Deviation, Coefficient of Variance, Quartile Deviation, Coefficient of QD, Covariance. Measures of Skewness: Calculation of Karl Pearson’s co-efficient of skewness (Uni-modal).		

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Unit.5: INDEX NUMBER	14
<p>Index number, Construction of Index number, Methods of Index number: Simple Aggregative Method, Weighted method (Fishers Ideal Index number). Tests of Adequacy (TRT, FRT). Consumer Price Index number.</p>	
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. Prepare a Pie Chart with imaginary figures. 2. Prepare a Blank Table and mention the parts of the table. 3. Prepare a Sub- Divided Bar Chart with imaginary figures. 4. Draw a Histogram using imaginary data and identify Mode. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. S P Gupta: Statistical Methods- Sultan Chand 2. Dr. B N Gupta: Statistics, Sahithya Bhavan 3. S.C Gupta: Business Statistics, HPH 4. N.V.R Naidu: Operation Research I.K. International Publishers 5. Elhance: Statistical Methods, Kitab Mahal 6. Sanchethi and Kapoor: Business Mathematics, Sultan Chand 7. Veerachamy: Operation Research I.K. International Publishers 8. S. Jayashankar: Quantitative Techniques for Management 9. D.P Apte; Statistical Tools for Managers 10. Chikoddi & Satya Prasad: Quantitative Analysis for Business Decision, HPH 11. Dr. Alice Mani: Quantitative Analysis for Business Decisions - I, SBH 	

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Name of The Program: Bachelor of Business Administration Course Code: BBA 1.4 Name of the Course: FINANCIAL ACCOUNTING		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the framework of accounting as well accounting standards. b) Pass Journal entries, Posting to Ledger accounts and prepare Trial balance c) Prepare various Subsidiary books d) Prepare different Cash Book e) Prepare Final accounts of proprietary concern.		
SYLLABUS:		HOURS
Unit.1: Introduction to Financial Accounting		12
Introduction – Meaning, Definition, Scope, Objectives, Functions of Accounting – Terminologies used in Accounting - Users of Accounting Information – Limitations of Accounting; Accounting Principles- Accounting Concepts Conventions; Meaning of Double entry system – Process of Accounting – Types of Accounts – Traditional and Modern Accounting – Golden Rules of Debit and Credit. Accounting Standards (Ind AS)- Meaning, Definition, Need and Objectives – List of Accounting Standards issued by ICAI; Accounting Equations - Problems on Accounting Equations.		
Unit.2: Journal, Ledger & Trial Balance		12
Meaning of Journal, Ledger & Trial Balance – Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Simple Problems on Journal, Ledger Posting and Preparation of Trial Balance.		
Unit.3: Subsidiary Books		10
Meaning – Types of Subsidiary Books – Preparation of Purchases Book- Purchase Returns Book - Proforma Invoice; Sales Book -Sales Return Book - Account Sales; Bills Receivable Book - Bills Payable Book. Simple Problems on the Purchases – Purchases Returns – Sales – Sales Returns – Bills Receivable and Payable Books.		

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Unit.4: Cash Book	10
Introduction - Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three ColumnCash Book and Petty Cash Book -Problems.	
Unit.5: FinalAccounts of Proprietary Concern	12
Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with specialadjustments like depreciation, outstanding expenses and prepaid expenses, outstanding incomes and incomes received in advance and provision for doubtful debts, interest on drawings and intereston capital. (Vertical Form)	
Skill Development Activities: <ol style="list-style-type: none"> 1. List out the Accounting Standards issued by ICAI 2. Prepare a Trial Balance with imaginary figures 3. Preparea Cash Book with imaginaryfigures. 4. Prepare a Profit and Loss Account and Balance Sheet of a Proprietary Concern with imaginary figures 	
Books for References: <ol style="list-style-type: none"> 1. Robert N Anthony, David Hawkins, Kenneth A. Merchant, (2017) Accounting: Text and Cases, Mc Graw-Hill Education, 13thEdition. 2. S.Anil Kumar, V.Rajesh Kumar and B.Mariyappa – Financial Accounting, Himalaya Publishing House, New Delhi. 3. SP Iyengar (2005),Advanced Accounting, Sultan Chand & Sons, Vol.1. 4. Charles T. Horngren and Donna Philbrick, (2013) Introduction to Financial Accounting, Pearson Education, 11thEdition. 5. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi, 32ndEdition. 6. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi, 6th Edition. 7. B.S. Raman (2008), Financial Accounting Vol. I & II, United Publishers & Distributors 	