UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

Bachelor of Business Administration

Annual Scheme

B.B.A. Part- I Examination 2017

Dy. Registrar (Acad.)
University of Rajasthan
Jaipur
SCHEME OF EXAMINATION

BACHELOR OF BUSINESS ADMINISTRATION (BBA PART-I)
(10+2+3 Pattern)

Eligibility: Candidates must have passed Senior Secondary Examination or equivalent with 48% marks.

Medium of instruction and examination will be English/Hindi.

For pass at each examination, a candidate shall be required to obtain a minimum of 36% marks in each paper and 48% marks in the aggregate.

Successful candidate will be qualified as under:

(a) 48% and above but less than 60% marks II Division
(b) 60% and above but less than 75% marks I Division
(c) 75% marks and above I Division with distinction

The number of papers and practicals, wherever prescribed, the duration of examination, maximum marks and minimum pass marks are shown separately against each paper.

A student will be required to pass BBA Course within five years from the date of his/her admission.

Distribution of Marks

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of the Subject/Paper</th>
<th>No. of papers to be offered</th>
<th>Duration</th>
<th>Max. Marks</th>
<th>Min. Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Paper-I: Business &amp; Management</td>
<td>One</td>
<td>3 hrs.</td>
<td>100</td>
<td>36</td>
</tr>
<tr>
<td>2.</td>
<td>Paper-II: Business Communication</td>
<td>One</td>
<td>3 hrs.</td>
<td>100</td>
<td>36</td>
</tr>
<tr>
<td>3.</td>
<td>Paper-III: Legal Aspects of Indian Business</td>
<td>One</td>
<td>3 hrs.</td>
<td>100</td>
<td>36</td>
</tr>
<tr>
<td>4.</td>
<td>Paper-IV: Business Economics</td>
<td>One</td>
<td>3 hrs.</td>
<td>100</td>
<td>36</td>
</tr>
<tr>
<td>5.</td>
<td>Paper-V: Fundamentals of Accounting</td>
<td>One</td>
<td>3 hrs.</td>
<td>100</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>Practical</td>
<td></td>
<td>2 hrs.</td>
<td>60</td>
<td>22</td>
</tr>
</tbody>
</table>

50% Papers (i.e. Three papers) can be carried forward from BBA Part-I examination to BBA Part-II examination and from BBA Part-II examination to Part-III examination. Further for BBA Part-III Examination, 50% of the papers (i.e., three papers) carried forward as due papers may be either from BBA Part-I or BBA Part-II or a mix from both years (BBA-I & BBA Part II)

The Pattern of question papers shall be as under:

There will be five questions in all. The candidate will be required to attempt all the questions selecting one question from each Unit with an internal choice (either/or).

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BACHELOR OF BUSINESS ADMINISTRATION

PART-1

3 Hours duration


Concept of management, Nature and scope of management. Management Functions, Functional areas of Management (elementary knowledge only), Principles of Management, Schools of Management Thought.

Planning: Nature and components of planning, Types of plans, Process of planning, Effective planning, MBO.

Decision-making: Process and Techniques of decision-making.


Leadership: Function and Theories of Leadership, Leadership Styles.

Coordination: Principles and Techniques of coordination, Effective coordination

Motivation: Human needs, Techniques of motivation, Sound motivation system, Theories of motivation (suggested by Maslow, Herzberg, McGregor, Victor Vroom)

Control: Nature and process of control, Techniques of control elementary knowledge only.

Effective control system

Books recommended:
1. Koontz and weirrich—Essentials of Management (Tata McGraw Hill Co.)
3. Terry and Franklin—Principles of Management (All India Travellers Booksellers)
5. Stoner, Freeman and Gilbert—Management (Prentice Hall of India)
6. Robert N. Lussier-M, Lussier—Management Fundamentals (South-Western college Publishing)
7. Dr B.S. Mathur—Principles of Management (National Publishing House, Chaura Rasta, Jaipur)
8. M.J. Mathew-Business Management (Sheelsons, Jaipur)
9. G.S. Sudha—Business Management (RBSA, Jaipur)

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Paper-II: Business Communication

Scheme: Maximum Marks: 100
Minimum Pass Marks: 36

Unit-I
Concept and objectives of Communication, Effective Communication, Communication Process, Types of Communication-Upward and Downward Horizontal, Grapevine

Unit-II
Media of Communication: Written, oral, face-to-face, visual, audio-visual, modern media, telex, fax, teleconferencing, E-mail, media of non verbal communication, kinesics effects.

Unit-III
Barriers to communication: Wrong choice of medium, Physical barriers, Semantic buries, Different comprehension of reality, Socio-psychologigical burgery.

Unit-IV
Aids to correct writing: Tenses, Models, Conditional infinitives, gerunds and participles, Active and Passive voice, Subject-verb agreement, Common errors

Unit-V
Practical aspects of business communication: Report writing, Public speaking, Seminar

Presentation, Interview, group discussion Effective listening

Writing Skills: types of business letters and letters writing.

Books recommended:
1. Rajendra Pal and J.S. Korlahalli- Essentials of Business Communication (Sultan Chand & Sons)
2. C.S. Rayed—Communication (Mumbai: Himalaya Publishing House)
3. C.B. Gupta—Business Communication & Customer Relations (Sultan Chand & Sons)
4. Parag Diwan—Communication Management (Deep & Deep publication Pvt. Ltd.)
5. Ronald E. Dulek and John S. Fieden—Principles of Business Communication (Macmillan Publishing Co.)
6. Karl Erik Rosengren—Communication—An Introduction (Sage Publications)
8. Krishna Mohan and Meera Banerji—Developing Communication Skill (Macmillan India Ltd)
Unit-I


Unit-II

Special Contract: Indemnity, Guarantee, Agency.

Unit-III


Unit-IV

Negotiable Instruments Act: Definition of Negotiable Instruments, Features, Promissory note, Bill of Exchange & cheque, Holder & Holder in due course, Crossing of cheque, Types of crossing, Dishonours of cheque.

Unit-V


Directors: Power and Duties, Appointment and Removal of Directors, Appointment and Role of company secretary.

Books recommended:

1. Avtar Singh—Company Law (Estern Books Co. Lucknow)
3. Avtar Singh--- Mercantile Law (Estern Books Co. Lucknow)
4. M.J Matthew--- Commercial Law (RBSA, Jaipur)
5. M.J Matthew—Company Law (RBSA, Jaipur)
6. Majumdar and Kapoor—Company Law and Practice (Taxman New Delhi)
Paper- IV: Business Economics
Scheme: Maximum marks: 100
Minimum pass marks: 36
3 Hours duration

Unit-I
Meaning and scope of Economics: Micro vs Macro Economics Methodology of Economics.
Utility Analysis: Law of Diminishing Marginal Utility, Equimarginal utility, Consumer's surplus,

Unit-II
Indifference Curve Analysis Law of Demand. Demand Forcasting.
Laws of Returns: Production Function in Short-Run and Long-Run

Unit-III
Market Cost and Revenue analysis: Pricing under perfect Competition Monopoly, Monopolistic
Competition, Oligopoly.

Unit-IV
Theory of Factor Pricing: Marginal Productivity Theory of Distribution.Rent, Wages, Interest,
Profit

Unit-V
Growth vs Development: Theories OF Economic Growth.

Books recommended:
6. D.M Mithani--- Fundamental of Business and Managerial Economics, Himalays
   Publishing
7. U.L Mote, Samule Pual and G.S Gupta--- Managerial Economics Tata Mcgraw Hill
   Mumbai

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Unit-I

Generally Accepted Accounting Principles: Concepts and conventions, Accounting equation.

Depreciation, Provision And Reserves. Rectification of Errors. Preparation of Final Account with
Adjustments.

Unit-II

Accounting of Non-profit Organisations.
Sectional and self balancing ledgers.
Preparation of Accounts from Incomplete Records.

Unit-III

Insurance claims for loss of stock and loss of profit.
Departmental and Branch Account.

Unit-IV

Issue of Shares and Debentures.
Redemption of Shares and Debentures.

Unit-V

Valuation of goodwill and shares.
Final Account of Companies.

Books recommended:

2. S.N. Maheshwari—Advanced Accountancy, Vol 1&11
5. Monga, Sehal, Ahuja—Advanced Accounts, Vol 1&11
Paper VI: Computer Fundamentals

Maximum Marks: Theory 40
Practical 60

Minimum Pass Marks: Theory 14
Practical 22

Time allowed: Theory 2 Hours
Practical 2 hours

Unit-I

1 Introduction to computers and related Terminology (Basic Information only)
(a) Hardware CPU—(Motherboard, Microprocessor, (The intel) Pentium III AMD and Cyrix), MMX Technology, System Clock, Address Bus, Data Bus (PCI & EISA) each Memory Processing Speed, Expansion Slots (Video Controller, Sound cards, SCSI, Network Card), Memory—(Unit RAM, ROM, EDO RAM, SD RAM), Input and Output Devices—Keyboard (The Standard Keyboard layout) Mouse Printers (DOT-Matrix, Ink-jet, Laser Jet) Microphone, Speakers, Modem, Scanner, Digital Cameras Strage Devices Diskette Drive (Types, Density, Formatting Boot Record FAT Folder Directory) Hard Disk Drive CD ROM Drive, (CD from Speeds) CD-R Drive, DVD Rom Drive, Tape Drive
(b) Software—Introduction to Programming Languages, systems software (Operating system and utilities) Application Software (Word Processors Spreadsheet, DBMS, Presentation Graphics, Browsers Persons Information Managers) Introduction to Multilingual word processors.
(c) Communications and Connectivity—Data Communication system. Data transmission (Serial Parallel, bandwidth, protocols) E-Mail FAX Voice and video messaging, video conferencing, Online services user connection (types) Networking of Computers (NODE, Client server LAN, WAN) Using the network, The internet and the web.

Unit-II

2 Operating System (Working Knowledge at Common Users Level Only)
Overview of improtant DOS commands, windows 98: Installation scandisk, CONTROL Panel, Taskbar Toolbars, Display setting (Background Wallpaper Screensaver, Desktop themes) Files and Folder management, Windows Explorer, Finding Files and Folders, Formatting Disks and Copying files, Printer Settings.

Unit-III

3 Application Softword (Working Knowledge at common users Level only)
(a) Word Processing Software—MS Word

(b) Spreadsheet Programme - MS Excel

Entering Data, labels Values Dates Formulas Cell reference Formats Functions Templates
Charts and Maps Analysising data in a spreadsheet.

© DBMS - Microsoft Sccess

Database, Entering data into the database Creating Database tables editing data, Viewing
Record, Shorting record, Querying a database, generating reports.

Unit-V

Algorithm development — step in programme development
problem identification task analysis, Data analysis GIGO Outputs and Inputs Pseudo codes
Algorithms, Flow Charting Programme coding testing and debugging.

Programming (Using C Language) Data Types, Variables and constants, Expressions,
Operators and assignments statement control statement console I/O Arrays functions
Dynamics data structure in C-pointers, Structures and Unions and user defined variables.
File Handling. The C-preprocessor C-standard Library and Header files. Simple Programming
cercise

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