UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

Bachelor of Business Administration

Annual Scheme

B.B.A. Part-I Examination 2019
B.B.A. Part-II Examination 2020
B.B.A. Part-III Examination 2021
SCHEME OF EXAMINATION

BACHELOR OF BUSINESS ADMINISTRATION (BBA PART-I) 2019
(10+2+3 Pattern)

Eligibility:- Candidates must have passed Senior Secondary Examination or equivalent with 48% marks.
The medium of instruction as well as examination (new batch BBA Part I) shall be in English from the session 2018-19.

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>
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<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: Financial Accounting</td>
<td>One</td>
<td>3 hrs.</td>
<td>100</td>
<td>36</td>
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<td>2 hrs.</td>
<td>60</td>
<td>22</td>
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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 (education).
BACHELOR OF BUSINESS ADMINISTRATION

PART-I

Paper-1 Business and Management
Scheme: Maximum Marks: 100
Minimum Pass Marks: 36

Unit-I

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

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

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

Unit-IV

Leadership: Function and Theories of Leadership, Leadership Styles.

Coordination: Principles and Techniques of coordination, Effective coordination

Unit-V

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 Weihrich—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)
Paper-H: Business Communication

Scheme: Maximum Marks: 100
Minimum Pass Marks: 36

3 Hours duration

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

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

Unit-III
Barriers to communication: Wrong choice of medium, Physical barriers, Scmantic burles,
Different comprehension of reality, Socio-psychologigical burgers.

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 discusssion Effective writeing

Writing Skills: types of business letters and letters writing.

Books recommended:
1. Rajendra Pal and J.S. Korlalali—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 Dilwan—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 Rosengern—Communication—An Introduction (Sage Publications)
8. Krishna Mohan and Meera Banerji—Developing Communication Skill (Macmillan India Ltd)

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Paper-III: Legal Aspects of Indian Business

Scheme: Maximum Marks: 100
Minimum Pass Marks: 36
3 hours duration

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 Forecasting.

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

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, Samul Pual and G.S Gupta—— Managerial Economics Tata Mcgraw Hill
Mumbai
BBA Part I Exam 2019
Paper-V Financial Accounting

Scheme: Maximum Marks: 100
Minimum Pass Marks: 36

3 Hours Duration

Unit-I

Unit-II
Depreciation, Provision and Reserves, Rectification of Errors, Preparation of Final Account with Adjustments.

Unit-III
Bank Reconciliation Statement.
Accounting of Non-Profit Organisations and Professional People.
Insurance claims for loss of stock and loss of profit.

Unit-IV
Issue and Forfeiture of Equity Shares, Issue and Redemption of Preference Shares and Debentures.

Unit-V
Financial Statements of Companies including Managerial Remuneration.
Disposal of Profits and Issue of Bonus Shares.

Books Recommended:
2. S.N Maheshwari-Advanced Accountancy, Vol I & II
5. Monga, Sehal, Ahuja-Advanced Accounts, Vol I & II

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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), Cache 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) Storage Devices Diskette Drive (Types, Density, Formatting Boot Record FAT Folder Directory) Hard Disk Drive CD ROM Drive, (CD-ROM 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 important DOS commands, windows 98: Installation scandisk, Control Panel, Taskbar Toolbars, Display setting (Background Wallpaper Saver, Desktop themes) Files and Folder management, Windows Explorer, Finding Files and Folders, Formatting Disks and Copying files, Printer Settings.

Unit-III

3. Application Software (Working Knowledge at common users Level only)
   (a) Word Processing Software—MS Word
(b) Spreadsheet Programme - MS Excel


© DBMS - Microsoft Access

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

Unit-V


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

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<td>1.</td>
<td>Paper-I Strategic Management</td>
<td>One</td>
<td>3 hrs</td>
<td>100</td>
<td>36</td>
</tr>
<tr>
<td>2.</td>
<td>Paper-II Marketing Management</td>
<td>One</td>
<td>3 hrs</td>
<td>100</td>
<td>36</td>
</tr>
<tr>
<td>3.</td>
<td>Paper-III Human Resource Management</td>
<td>One</td>
<td>3 hrs</td>
<td>100</td>
<td>36</td>
</tr>
<tr>
<td>4.</td>
<td>Paper-IV Business Finance</td>
<td>One</td>
<td>3 hrs</td>
<td>100</td>
<td>36</td>
</tr>
<tr>
<td>5.</td>
<td>Paper-V Quantitative Techniques</td>
<td>One</td>
<td>3 hrs</td>
<td>100</td>
<td>36</td>
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<tr>
<td>6.</td>
<td>Paper-VI Management Information System</td>
<td>One</td>
<td>3 hrs</td>
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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).
Paper-I Strategic Management

Scheme: Maximum Marks: 100
Minimum Pass Marks: 36

3 Hours duration

UNIT I

UNIT II
Environmental Scanning: Appraisal of External Environment, Dynamics of Internal Environment, Organizational Capabilities and Appraisal, Core Competence.

UNIT III

UNIT IV

UNIT V

Books Recommended:

4. Ramaswamy, V.S. & Namakumari, S., Strategic Planning Formulation of Corporate Strategy, Delhi: Macmillan India.
5. Azhar Kazmi: Strategic Management
Paper- II MARKETING MANAGEMENT

Scheme : Maximum Marks : 100
Minimum Pass Marks : 36
3 Hours duration

Unit-I


Unit-II


Unit-III

Pricing Strategy: Factors to be considered in pricing, pricing objectives and strategies, Break even analysis, Uses of sales forecast, Methods of sales forecast, Market segmentation.

Unit-IV

Determining the sales promotion programme, personal selling, selling process – qualities of a salesman, Advertising (Media choice, Good copy, Budgeting,). Sales Promotion methods, Public Relations (Methods).

Unit-V

Control of Marketing Operations: Need for control, phase of Control, Techniques of controlling (Budgeting, Sales analysis Distribution cost accounting and analysis ), Marketing audit.

Books Recommended:

3. Ramaswamy, V.S. and Namakumar, S. Marketing Management Planning Implementation and Control The Indian context (Delhi: Macmillan India Ltd.)
4. Varshney R.L. and Gupta, S.L. Marketing Management (The Indian Perspective) - Text and Cases (New Delhi : Sultan Chand & Sons)
5. Kotler, Philip, Armstrong, Gary, Principles of Marketing (New Delhi, Prentice Hall of India Pvt., Ltd.)

By, Registrar
(Academic)
University of Rajasthan
JAIPUR

Scheme: Maximum Marks : 100
Minimum Pass Marks : 36
3 Hours duration

Unit-I
Introduction: Scope, Importance and Functions of HR Management, Role of HR Department, HR Environment in India

Unit-II
Procuring Human Resources: HR Planning, Recruitment and Selection, Induction and Placement

Unit-III
Human Resource Development: Career Planning and Development, Training

Unit-IV
Performance and Potential Appraisal, Merit Rating, Executive Development

Unit - V
Motivation and Morale, Leadership

Books Recommended:
Paper - IV BUSINESS FINANCE

Scheme : Maximum Marks : 100
Minimum Pass Marks : 36
3 Hours duration

Unit -I

Environment of Business Finance:

Unit -II

Perspective of Finance:
Financial Management-meaning, objectives, scope and functions, functional areas of Financial management, Financial Decisions, Role of CFO.

Unit -III

Financial Planning & Forecasting.

Unit -IV

Working Capital Management: Theory of working capital management, Management of cash and marketable securities, Receivables Management, Inventory Management

Unit -V

Techniques of Financial Analysis: Analysis of financial statements:

Books Recommended:

7. Block & Hert, Foundation of Financial Management
Paper-V : Quantitative Techniques For Management

Scheme : Maximum Marks : 100
Minimum Pass Marks : 36
3 Hours duration

Unit –I

Quantitative Techniques : An introduction, Statistical and operations Research techniques, Scope and application of quantitative techniques, Scientific approach in decision making. Limitation of these techniques. Probability and probability distributions : Laws of probability, Baye’s theorem, Mathematical Expectation, Binomial, poisson and normal probability distribution.

Unit –II

Decision Theory : Decision making under certainty, uncertainty and Risk. Decision tree analysis. Linear Programming : Graphical and Simplex Solutions of LPP. Primal and its duel.

Unit –III

Transport and Assignment Problems : Network Analysis - Programme Evaluation and Review Technique (PERT) and Critical Path Method (CPM), Cost Analysis and Crashing the Network.

Unit –IV

Theory of Games and Queuing Models : Two persons Zero sum games, pure and mixed strategy. Queuing mode Single channel queuing theory Application of queuing theory in business decision making.

Unit –V

Replacement Theory: Replacing of items that deteriorate with time, Time value of money concept and replacement, Simulation: Advantages, Limitations, Monte Carlo Method.

Books Recommended :

Paper-VI : MANAGEMENT INFORMATION SYSTEM

Scheme : Maximum Marks : 100
Minimum Pass Marks : 36
3 Hours duration

Unit -I

Introduction to MIS: Concept of MIS, role of MIS, objectives of MIS, emergence of MIS, MIS and computers, Impact of MIS, systems approach to MIS, Advantages, and disadvantages of computer based MIS.

Unit -II

Information : Classification of information, levels of information, Methods of data and Information collection, value of Information

Unit -III

Information system for decision making : Decision- making and MIS, decision making concepts organisational decision-making, MIS and decision making concepts. MIS as technique for programme decisions, Decision support system, MIS and role of DSS.

Unit -IV

Data base Management systems: Data base Management systems: Data base concepts, data base models data base design, RDEMS MIS and RDEMS, Introduction of oracle, Network topology, LAN and WAN, Data communication.

Unit -V

MIS in operations : MIS for Finance, MIS for Marketing MIS for production, MIS for Human resource Management, MIS for marketing.

Books Recommended :

Paper I - Organizational Behaviour

Paper II - Indian Management Thought and Business Leaders

Paper III - International Business

Paper IV - Cost and Management Accounting

Paper V - E-Commerce

Paper V: Book Review Presentation and viva-voce
Paper 1
Organizational Behaviour

Unit I:
Meaning and Concept of Organization Behaviour, Role of OB in Today’s Business organization, Challenges and Opportunities, Theories of Organization Behaviour, Social Systems and Organizational Culture.

Unit II:
Perception, Nature, Importance, Difference between Sensation and Perception; Personality: Meaning, Determinants of Personality, Personality Traits and Types, Values attitudes and Job Satisfaction.

Unit III:
Interpersonal Behaviour, Group Dynamics- Meaning, Norms and Role, Theories of Group, Cohesiveness, Dynamics of Informal Group, Team and Team building.

Unit IV:

Unit V:
Meaning, Nature and factors of Organizational Change, Planned Change, Resistance to Change, Change Agent, Concept of Organizational Development, Organizational Development Interventions.

Books Recommended:

1. Prasad, L.M., Organizational Behaviour, S. Chand, New Delhi
3. Luthans Fred, Organizational Behaviour, Mc Graw-Hill
4. Dr. P. S. S. Kumar, Dr. Anukriti Sharma and K. S. Krishna, Organizational Behaviour, Jahanvi Publications.
5. Prof. Anil Mehta, Organizational Behaviour, RBD, Jaipur
6. Organizational Behaviour, Thakur Publication, Jaipur
Unit-I
Spirituality and Management- Concept of Spirituality, Indian Ethos and Values, Role of Values in Management, Western Values vis a vis Indian Values, Applications of Yoga in Management- Personality Development, Meditation and Management of stress.

Unit-II
Indian Epics and Management- Dimensions of Vedic Management, Bhagwad Gita, Ramayan, Kautilaya’s Arthashastra.

Unit-III

Unit-IV

Unit-V

Books Recommended

Paper III

International Business

Unit I

Meaning of International Business, Domestic Business Vs International Business, Importance of International business, Major participants of IB, Scope of International Business.

Unit II


Unit III

International Business organisations, Forms of International organisations, World Trade Organisation (WTO).

Unit IV


Unit V


Books Recommended


Paper IV

Cost and Management Accounting

Unit I-
Introduction to Cost Accounting: Meaning and definition, scope and use of cost accounting, cost centre, cost centre, cost accounting and financial accounting, cost concepts, classification of costs.
Elements of Cost: Material, labour and expenses, direct Material cost-Meaning, Purchase and stores routine, methods of Prinicing Material issues, wastage, scrap spoilage and defectives, Inventory Control techniques, direct labour cost-Meaning, Remuneraion methods, labour-turnover, treatments of idle time, overtime premium, Employees welfare costs and fringe benefits.

Unit II-
Overheads: Introduction, direct expenses, steps in accounting of overheads, classification of overheads, techniques for separation of fixed and variable costs, allocation and inproportion of overheads, absorption of overheads-methods of overheads, absorption, over absorption and underabsorption of overheads.
Costing methods: Output costing.

Unit III-
(b)Application of Marginal Costing in Decision Making. Fixation of Selling Price, Make or Buy Decision. Dropping a line or product, Retain or Replace, own or lease, Selling in Foreign Market.

Unit IV-
Cost Control Techniques:
(a)Budgeting: Introduction, Comprehensive/Master Budget, Fixed and Flexible Budget. Cash Budget, Functional Budgets.

Unit V-
(a)Responsibility Accounting.
(b)Activity Based Costing.

Books Recommended:
4. I.M. Pandey: Management Accounting.
Paper V

E-Commerce

Unit I:

Unit II:
Internet and E-Commerce, Networking-LAN, WAN, Business Uses of Internet, www, Protocols, Intranet and Internet, Multimedia Applications, Hardware and Software.

Unit III:

Unit IV:
Data Warehousing, Client-Server Computing, Data Mining, Website Management - Steps.

Unit V:

Books Recommended:

2. Information Technology : E-Commerce & E-Business : V.D. Dudeja, Commonwealth Publisher, New Delhi
3. Electronic Consumer Framework- Technologies and Applications: B. Bhasker, Tata
Paper VI

Paper VI - Book Review Presentation and viva-voce
Presentation of Review of a Reference book on Management - 50 Marks
Comprehensive viva-voce based on papers of BBA Course - 50 Marks