

UNIVERSITY OF RAJASTHAN BACHELOR OF BUSINESS ADMINISTRATION (BBA)

(10+2+3 Pattern)

Programme of Study

Background and Objectives of the Course

A barrier was felt in the growth of trade and industry, as the course in the last decade lacked the competitive strength to produce trained managerial personnel. With the opening up of the economy and also due to industrial growth, the pressure for such personnel was exaggerated.

The course of BBA is aimed to equip the young generation with traditional business values blended with modern concept and techniques of management. The three year degree programme is so designed so as to create a wider and sound base for the students, not only for advanced course in management, but also as junior and middle level managers.

Type of Course System

The Three Year Degree course of BBA will be consisting of Six Semesters viz., Semester I, II, III, IV, V and VI. There will be examination at the end of each semester.

Enrolment & Eligibility

There shall be no enrolment allowed with other University simultaneously doing degree with our University. TC/Migration will be required at the time of admission.

Admission Qualification

The students have to undergo a rigorous scheme of study, training and examination. Students of all faculties (i.e. Commerce, Science and Arts) seeking admission to the degree of BBA, must have secured at least 48% marks in aggregate at Senior Secondary Level (10+2) conducted by any recognized Board of Education in India or Abroad. Reservation for admission shall be followed by the Government Rules.

4 • Syllabus University of Rajasthan

2. Maximum number of attempt allowed shall be 2 after 1st attempt excluding the periods of punishment.
3. A student will be allowed to keep term (ATKT) to the next Semester if he/she obtains 50% in aggregate and fails in not more than 50% papers (out of six papers each semester).

Passing Standard

1. To pass a year a student has to secure ~~40% marks in each subject and also 50% marks in aggregate.~~
2. ~~Grace Marks- 5 marks in 2 subjects.~~
3. Ex-students : If a student fails in semester, he/she be treated as ex-student till he/she does not clear above semester, and if the student does not clear all the subjects in the duration of course, he/she shall be an ex-student.

Award of Degree

Student shall be eligible for the award of BBA Degree only if he/she fulfills the following conditions :-

1. Passes all the Six Semesters as laid down.
2. Fulfills all other requirement prescribe by the competent authority from time to time for satisfactory completions of each course of study of each of the Six semesters.
3. -Division of marks shall be awarded on the basis of the aggregate marks secured in all the papers prescribed for all the six semesters taken as follow :-

Honors	75 % or above
First Division	60 % or above, but. below 75 %
Second Division	48 % or above, but below 60%

Gold Medal will be awarded only if he/she clears in 1st attempt and if percentage is more than 75.

SCHEME OF EXAMINATION

Every prescribed subject shall carry a total of 100 marks. For Fundamental of Computer i.e. Code No. 106 (Paper VI), Project Report & Viva Voce i.e., Code No. 406 (Paper VI) and Code No. 606 (Paper VI) the marking Scheme shall be as follows :-

1. Fundamentals of computer
Theory : 50 marks
Practical : 50 marks in Code No. 106 (Paper VI in I Semester).

2. Project Report : 50 marks
& Viva Voce : 50 marks in Code No. 406 (Paper VI in IV Semester).
3. Group Discussion : 50 marks
& Presentation : 50 marks in Code No. 606 (Paper VI in VI Semester).

The language of Instructions and Examination shall be English/Hindi.

The Pattern of question papers shall be as under :

There shall be 7 questions in all. Question No. 1 and 2 will be compulsory.

Question No. 1- 20 marks: 10 very short answer type question of 2 marks each (upto 50 words)

Question No.2- 20 marks: 5 short answer type question of 4 marks each. (upto 100 words)

There shall be 5 essay type/numerical questions. Candidates shall be required to attempt any 3 questions. Each question shall be of 20 marks.

Case study related questions may be asked wherever necessary.

~~A student can move to V Semester only if he/she passes all papers of I and II semester and student can move to VI semester only if he/she passes all papers of III and IV semester.~~

Wherever a student appears at an ATKT exam he/she will do according the syllabus at that time and fulfill the requirements of the course in force at that time.

The project in IV semester will consist of 100 marks out of which 50 marks will be for report and 50 marks for viva voce based on the report. The student is required to take approval of concerned faculty for the topics of the project, and the topic of project will be related to the contemporary issues of the papers of that semester. There will be no repetition of topics otherwise it will be treated as Unfair Means.

In semester VI paper Code No. 606 i.e. Group Discussion and Presentation, the Head of the unit should allot project topic in the group of five students. Their will be no repetition of topic in other group within the unit.

*Scheme for paper Code 106
Theory paper*

Para 3: Duration of time: 3 hours, Maximum marks 50
Q 1 and Q 2 are compulsory questions.

Q 1 should be divided into 10 sub parts, each sub part carries 01 marks.

Q 2 should be divided into 5 sub parts, each sub part carries 2 marks.

Attempt any three questions out of 5 questions. Each question carries 10 marks.

BBA SYLLABUS

BBA PART I

SEMESTER I

CODE 101	PAPER I	FUNDAMENTALS OF BUSINESS ORGANIZATION
CODE 102	PAPER II	BUSINESS COMMUNICATION SKILLS
CODE 103	PAPER III	LEGAL ASPECTS OF BUSINESS
CODE 104	PAPER IV	FUNDAMENTALS OF ACCOUNTING
CODE 105	PAPER V	MANAGERIAL ECONOMICS
CODE 106	PAPER VI	FUNDAMENTALS OF COMPUTER

SEMESTER II

CODE 201	PAPER I	PRINCIPLES AND PRACTICE OF MANAGEMENT
CODE 202	PAPER II	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
CODE 203	PAPER III	FUNDAMENTALS OF COMPANY LAW
CODE 204	PAPER IV	STRATEGIC MANAGEMENT
CODE 205	PAPER V	FINANCIAL MANAGEMENT
CODE 206	PAPER VI	HUMAN RESOURCE MANAGEMENT

SEMESTER I

Code 101 : Fundamentals of Business Organization.

Unit I Introduction : Meaning, Features, Importance and Scope of Business. Elementary Knowledge of Trade, Industry and Commerce. Types of Industries.

Unit II Forms of Business Organization/ Ownership : Sole Proprietorship, Joint Stock Company, Co-operatives, Joint Sector. Public Enterprises - Their Features, Relative Merits, Demerits and Suitability.

Unit III Channels of Distribution : Wholesale and Retail Trade, Recent Trends in Wholesale and Retailing, Malls and Super Markets, Green Business Practices.

Unit IV Business and Society : Changing Concept and Objectives of Business, Business Ethics, Business and culture. Social Responsibility of Business.

Partnership

Unit V Liberalization, Privatization and Globalization : Concept and their implications.

Recommended Books

1. Modern Business Organization. - S.A. Sherlekar.
2. Industrial Organization Management - S. A. Sherlaker, Patil, Paranjpe, Chitale.
3. Business Environment : Text and Cases - F. Cherunilam (HPH).
4. Business Organization Management - Jallo (TMH).
5. Business Organization and Management - Dr. C. B. Gupta (Sultan Chand & Company, Delhi)
6. Industrial Organization and Management - Dr. C. B. Gupta (Sultan Chand & Company, Delhi)
7. Business Organization-Dr. R.L.Noldda, (RBD Jaipur)

Code 102 : Business Communication Skills

Unit I Introduction : Concept, objectives and importance of Business Communication, Principles of effective Communication, Types of Communication.

Unit II Media of Communication : Written, oral, face to face, Visual, audio-visual, modern media-telex, fax, Tele Conferencing, E-mail media, Non-verbal communication, Kivesics Effects. Comprehension of reality.

Unit III Barriers to Communication : Wrong choice of Media, Physical barriers, Semantic barriers, Different Comprehension of reality, Socio-Psychological barriers.

Unit IV Business Letters : Layout, kinds of business letter - Interview, Appointment, Acknowledgement, Promotion, Inquiries, Replies, Orders, Sales, Circular, Complaints.

Unit V Practical Aspects of Business Communication : Report Writing, Public Speaking, Seminar, Presentation, Interview, Group Discussion, Effective Listening.

Recommended Books

1. Business Communication- K.K. Sinha, Galgotia Publishers Cooperv. New Delhi.
2. Media and Communication Management - C.S. Rayudu, Himalaya Publishing House, Bombay.

3. Essentials of Business Communication, Rajendra Pal and J.S. Korlhali-Sultan Chand & Sons, New Delhi.
4. Business Communication (Principles, Methods and Techniques) Nirmal Singh- Deep & Deep Publication Pvt. Ltd., New Delhi.
5. Business Correspondence and Report Writing - R.C. Sharma, Krishna Mohan- Tata Mc Graw - Hill Publishing Company Ltd., New Delhi.
6. Business Communication-M. Balasubrahmanyam- Vani Education Books.
7. Business Communication- H.S.Pandey and Nilima Pareek (RBD Jaipur.)

Code 103 : Legal Aspects of Business

- Unit I** Law of Contract : Nature of Contract, Classification, Offer and Acceptance Capacity to Contract, Free Consent,
- Unit II** Consideration, Legality of contract, Agreements declared Void.
- Unit III** Performance of Contract, Discharge of Contract, Remedies for Breach of Contract.
- Unit IV** Special Contracts: Indemnity, Guarantee, Bailment, Pledge, Agency.
- Unit V** Sale of Goods Act, 1930.

Recommended Books

- | | |
|-------------------|---------------------------|
| 1. Mercantile Law | N.D. Kapoor |
| 2. Business Law | Maheshwari and Maheshwari |
| 3. Mercantile Law | Dinkar Pagare |
| 4. Mercantile Law | M.C.Shukla |
| 5. Mercantile Law | Avtar Singh |
| 6. Commercial Law | M.J. Mathew |
| 7. Business Law | R.L. Nolakha (RBD Jaipur) |
| 8. Business Law | Gulshan and Kapoor |

Code 104 : Fundamentals of Accounting

- Unit I** Basic Accounting Principles: Concept, Convention.
- Unit II** Books of Original Entry - Journal and Subsidiary Books.
- Unit III** Books of Secondary Entry, Ledger, Depreciation Provisions and Reserve, Rectification of Errors, Trial Balance, Bank Reconciliation Statement.

9. Business law-Dr. Lok Sharma, Dr. Rashmi Arya. Dr. Anju Gupta Ajmera Books Company, Jaipur

10. Mercantile Law-Dr. N.M. Sharma – Shivam Book Depot, Jaipur

Unit IV Final Accounts with Adjustment.

Unit V Computer Accounting - Accounting Package: Tally Micro Studies.

Recommended Books

1. Book-keeping and Accountancy - Sharma & Bhardwaj.
2. Advanced Accountancy Vol. I & II - R.L. Gupta and M. Raaharwary.
3. Fundamentals of Accounting - Jain, Khandelwal, Pareek (RBD Jaipur).

Code 105 : Managerial Economics

Unit I Introduction : Meaning and scope of Managerial Economics, (relationship to economic theory - relationship with decision theory) - role of managerial economics — objectives and constraints of the firm - introduction to risk, asymmetric information and game theory.

Unit II Demand Analysis : Meaning of demand - Market function, demand curve, factors affecting demand - variation and increase/decrease in demand - Elasticity of demand - Graphical presentation of price-elasticity of demand price - income and cross elasticity of demand - Estimation of demand - numerical problems for measurement of elasticity.

Unit III Production and Cost : Meaning of production - type of production function - importance of production function - in managerial decision - making application of production function in productive sectors (Service and manufacturing) - Economics of scale and scope.

Importance of cost in managerial decision. Economic concepts of cost Functional form of short run and long run cost. Estimation and alternative methods of estimation of cost - LAC as a decision making tool. Impact of learning curve.

Unit IV Market Structures : Meaning and Need for analyzing market structure, Types of market, Perfect Competition-Price and output determination in perfect competition. Merits and limitations of perfect competition, Monopoly-price discrimination under monopoly.

Unit V Oligopoly and Monopolistic Competition : Oligopoly-definition and characteristics - Collusion and Cartel - Non price competition, Price Stickness and linked demand. Monopolistic

Competition - definition and characteristics - Equilibrium Price and output determination

Recommended Books

1. Managerial Economics - Dean Joel - Ester Edition.
2. A Study of Managerial Economics - Gopalkrishana - Himalaya, Mumbai.
3. Managerial Economics - D. N. Dwivedi - Vikash Publishing House, New Delhi.
4. Managerial Economics- C.M.Choudhary, Vipin Jain (RBD Jaipur)
5. Business Economics - Prof. M.D. Agrawal, Prof. Somdev (RBD Jaipur)
6. Managerial Economics - Prof. M.D. Agrawal. Prof. Somdev (RBD Jaipur)

Code 106 : Fundamentals of Computer

Theory : 50 marks *3 hrs duration*
Practical : 50 marks *2 hrs duration*

Unit I Introduction of Computer : Introduction. Definition. Characteristics of Computer, Generation of Computers, Classification of Computers (Analog. Digital and Hybrid), Mini Computer, Micro Computer, Main Frame Computer, Super Computer, Areas of Computer. Data organization - Drives, Directories, Files, types of memory (Primary and Secondary). IO Devices.

Unit II Introduction of Number System : Binary, Octal, Decimal. Hexadecimal system/ Number Conversion , simple addition, subtraction, multiplication and division.

Unit III Software : System Software and Application Software. Programming Languages, Operating System - Windows Operating Environment; Features of MS Window, Control Panel, Task Bar, Desktop, Wall Paper, Formatting Disk. Windows Application, Icons, Window's Accessories (Notepad, Paint brush. Word pad etc.)

Unit IV Word Processor Software : MS Word Entering, Editing (Cut, Copy, Paste, Find and Replace) and Formatting (Text - Bold, Italic, Underline, font size and font type), Page size and orientation, margins, Headers and Footers, Columns and sessions and page layout). Spelling and Grammar checkers, Thesaurus, Tables and formatting tables, Mail Merge, Styles and templates. Macro, MS Excel.

Unit V Presentation Software : MS Power Point: Introduction, Creating and viewing a Presentation, Managing Slide Shows, Navigating through a Presentation, Using Hyperlinks, Advance Navigation with action setting and action buttons organizing formats with master slides, Applying and modifying designs, adding graphic. Multimedia and special effects, creating Presentation for the Web. MS Access.

Recommended Books

1. Fundamental of Computer - P. K. Sinha (BPB Publication)
2. Introduction of Computer - Peternortan (TMH)
3. Elementary Computer Application, - Sharma, Upadyay and Agarwal (Panchsheel Prakashan, Jaipur)
4. Fundamental of Computer - V. Raja Raman (Prentice Hall).
5. Fundamental of Information Technology. - Alexis Leon and Mathews Lecon. (VPH)
6. Computer Fundamental - Anubha Jain, Deep Shikha Bhargav (RBD. Jaipur)

SEMESTER II

Code 201 : Principles and Practice of Management

- Unit I Introduction :** Concept of Management, Nature and Scope of Management, Management Function, Principles of Management.
- Unit II Planning :** Meaning Nature and Components of Planning. Types of Plans, Process of Planning, Effective Planning, MBO.
- Unit III Organization :** Definition, Principles of Organization, Forms of Organization Structure, Formal and Informal Organization, Delegation of Authority.
- Unit IV Co-ordination and Control :** Co-ordination: Meaning, Need and Importance. Principles and Techniques of Co-ordination, Effective Co-ordination. Control : Nature and Process of Control, Techniques of Control.
- Unit V Motivation and Leadership :** Motivation : Meaning, Need and Importance, Techniques of Motivation, Theories of Motivation (Suggested by Maslow, Hertzberg and Victor Vroom). Leadership : Functions, Qualities, Style and Theories of Leadership (Brief Study Only).

Recommended Books

1. Kountze and Weihrich - Essentials of Management (TMH Co),
2. Newman, Warren and Mc Gill - The Process of Management (Prentice Hall of India Pvt. Ltd.
3. Terry and Franklin - Principles of Management (All India Travelers Book Sellers).
4. G. S. Sudha - Business Management (RBSA Jaipur).
5. M. J. Mathew - Business Management (Sheelsons, Jaipur).
6. Dr. B. S. Mathur- Principles of Management (N P H, Jaipur).
7. Trope L Massie - Essential of Management (Prentice Hall of India.)
8. Principles & Practice of Management - Dr. R.L.Nolakha (RBD Jaipur)
9. Business and Management - Dr. R.L.Nolakha (RBD Jaipur) and
10. Principle & Practice of Managements Bahaudian G.Mujtaba - Dr. Anukrati Sharma (Jahanvi Publication Pvt. Ltd., Jaipur)

Code 202 : Entrepreneurship and Small Business Management.

- Unit I** Concept of Entrepreneurship, Role of Entrepreneurship, Types of Entrepreneurship, Entrepreneurship Traits, Entrepreneurship and Manager, Problems of Entrepreneurship.
- Unit II** Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship.
- Unit III** Concept of Small and Medium Enterprises, Role of SMEs, Policies governing small enterprises in India.
- Unit IV** Start up process of small enterprises, Organization Structure of small scale industries in India, Taxation Benefits and Concessions to small scale industries, problem of small scale industries and properties.
- Unit V** Management of small business enterprises, Role of DICs in promoting small scale entrepreneurs.

Recommended Books

1. Udai Pareek, Sanjeev and Rao I. V. Developing Entrepreneurship Printers, Ahmedabad.
2. Sharma, SVS - Developing Entrepreneurship - issues and problems. Small Scale Industries Extension Training Institute, Hyderabad.
3. Srivastava, S. B.-A Practical Guide to Industrial Entrepreneurs, Sultan Chand and Sons.
4. Bhanussali -Entrepreneurship Development (HPB)
5. Dailey - Entrepreneurship Management.
6. Sudha, G.S.- Fundamentals of Entrepreneurship (RBD Jaipur)
7. Sudha, G.S.- Entrepreneurship Development (RBD Jaipur)

8. Fundamental of Entrepreneurship – Rajpurohit R.C.S., Vyas V.S. Ramchandani H.K. and Sharma K.C. – Ajmera Book Company, Jaipur

Code 203 : Fundamentals of Company Law

- Unit I** The Companies Act, 1956 : Definition and Characteristics of Company. Types of Companies, Memorandum of Association, Articles of Association.
- Unit II** Appointment of Directors, Rights, Duties and Liabilities of Managing Directors and Managers Removal of Directors.
- Unit III** Law and Practice relating to Allotment of Shares, Forfeiture of Shares, Re-issue of forfeited shares, Transfer and Transmission of Shares.
- Unit IV** Company Secretary : Definition, Appointment, Qualities, Duties and Role.
- Unit V** Company Meetings : Notice, Agenda, Quorum, Resolution Minutes, Statutory Meeting, Annual General Meeting and Extraordinary Meeting.

Recommended Books

1. Avatar Singh - Company Law (Eastern Book Co. Lucknow)
2. M. J. Mathew - Company Law (RBSA Jaipur)
3. Majumdar and Kapoor - Company Law and Practice (Text man New Delhi)
4. N D Kapoor - Company Law.
5. S A Sharlekar- Secretarial Practice.
6. R.L. Nolakha- Company Law (RBD Jaipur)

Code 204 : Strategic Management

- Unit I** Strategic Management : Meaning Concept, Need for Strategic Management. Role of S M in Business and Non-Business Organizations, Limitations of S M.
- Unit II** Strategy & Tactics : Strategic management process, organizational mission, vision, objective, goals, Ethics.
- Unit III** The External Environment : Social, Ethical, Economic, Technological, Legal, Political Environment, Global Environment, Sources of External Environment information.
- Unit IV** Functional Strategy : Marketing Strategy, Operational R & D Strategy, Information System Strategy, HR Strategy, Financial Strategy, Managing functional strategy.
- Unit V** Choice of Strategy : Concept of Choice of Strategy, Choice Process, Evaluation of Strategic alternatives, Gap Analysis Strategic Profiles, Business portfolio, Facts affecting Choice of

Strategy, Time Dimensions, Strategic Choice and Contingency Strategies.

Recommended Books

1. Grimsby - D.W. and Stash, M.S (1997), Cases in Strategic Management. Oxford : Blackwell Publications Ltd.
2. Pearce II - John A: Strategic Management, I Illinois, Homewood Richard D. Irwin.
3. Prasad, L M. (1995) - Business Policy and Strategy, New Delhi, Sultan Chand and Sons.
4. Jauch L R and Gouache W. F. - Business Policy and Strategic Management. Mc Grew Hill.
5. Dr. P.C. Jain - Strategic Management (RBD Jaipur)

Code 205 : Financial Management

Unit I Financial Management : Meaning, objectives and scope , Organization; Frame Work of financial management, Relationship of finance department with other departments, Role of finance manager.

Unit II Financial Planning : Meaning, concept, objectives, significance, steps, basic consideration and limitations.

Unit III Cost of Capital : Concept, Infrastructure, Classification and determination of cost of capital, Factors influencing capital structure.

Unit IV Capital Budgeting Techniques.

Unit V Working Capital Management, Cash Management, Receivables Management, Inventory Management.

Recommended Books

1. Agrawal, M.D. and Agrawal, N.P. - Financial Management (RBD Jaipur)
2. Agrawal, N.P.& Mishra, B.K.- Business Finance (RBD Jaipur)
3. Vani Latur Kar, Arpita Alvi – Jahanvi Publication Pvt. Ltd. Jaipur

Code 206 : Human Resource Management

Unit I Human Resource Management : Meaning, Nature, Functions, Importance and Role of HR, Role of HR Manager, Characteristics and Qualities of HR Manager, HR Environment in India.

- Unit II Human Resource Planning :** Need and Importance, Process of HRP, HRP at different levels.
- Unit III Recruitment and Selection :** Objectives, Sources of Recruitment, Factors affecting Recruitment. Selection - Essentials and Significance of Selection, Selection procedure, Factors affecting selection decision.
- Unit IV Training and Development :** Training objectives and needs, Training methods, advantages of training. Management Development Concept and methods of MD, Evaluation of training programme.
- Unit V Performance Appraisal :** Need, Methods and Steps of Performance Appraisal.

Recommended Books

1. Edwin B. Flippo – Personnel Development (MH)
2. Venket Ratnam – Personnel Management and Human Resources.
3. Yoder, Dale – Personnel Management and Industrial Relations.
4. Davar, R. S. – Personnel Management.
5. Singh, P. N. – Developing and Managing Human Resources.
6. Sudha, G.S. – Human Resource Management (RBD Jaipur)