

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT.

F.Y. B.B.A.

Semester - I

(2001)

Paper – I	Elements of Economics
Paper – II	Principles of Management
Paper – III	Communication Skills- 1
Paper IV	Computer Applications

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Paper - I

Elements of Economics P.I

- 1>. Nature of Economic Problem (8%)
What is an Economic Problem- the problem of scarcity- the problem of choice- the problem of efficiency-Economic and non-economic? Activities.
- 2>. Nature & Scope of Economics (12%)
Early Definition -Science of wealth-Marshallian definition- Robbin's definition-Samuelson's definition-Micro & Macro Economics, their definition, importance & limitations-Economics As positive or normative science-Relationship of Economics with Other science.
- 3>. Demand Analysis (20%)
Meaning-Individual demand & Market demand –Determinants of demand -Factors & Influencing market demand-Law of demand –Types of demand-Demand for consumers goods and produce's goods, Autonomous demand and company demand,price demand ,Income demand, cross demand, short run demand and long run demand Industry demand and firm demand. Demand for casting –meaning-its significance -methods of demands for casting –criteria of a good fore casting method.
- 4>. Supply Analysis (8%)
meaning-the determinants of supply-the law of supply-causes for change in supply.
- 5>. Cost Analysis (20%)
Three concepts of the term 'cost',real cost, oppoertunitycost, money cost, total cost-fixed cost-average fixed cost-variable cost-total variable cost-Average total cost-marginal cost-behaviour of short run average cost curves-'U'shape cost curve-Relationship between marginal cost and average cost-long run cost-long run total cost long run average cost-long run marginalcost.
- 6>. Revenue Analysis (8%)
Total revenue-Average revenue-marginal revenue-revenue curves
- 7>. (8%)
Meaning of national Income concepts of national income-gross National product(GNP),gross domestic products(GDP),net national Product(NNP),Personal Income(PI^1), Disposable income(DI),Methods of Measurement of national income-cencus of product method-census of Income method –census of expenditure method-problms in measuring National income-circular flow of economic activity.
- 8>. (8%)
concept of money-definition of money-functions of money-money and near money-components of money supply-factors affecting money supply-demand for money
- 9>. Business cycle- meaning features, phases of business, cycles- (8%)

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Paper - II Principles of Management

- 1>. Nature and Scope of Management:- **(15%)**
Meaning, Significant, Management as a process, characteristics, Objectives management functions, management as an profession. Approaches to study of modern management empirical approach, Social system approach, human behavior approach, Decision theory Approach. code of conduct for professional manager(AIMA)
- 2>. Planning and decision making:- **(15%)**
Meaning, Nature, Planning premises and constraints, planning process. Classification of plan on basis of scope, time, function including corporate planning, forecasting meaning & significance. Decision making- meaning & process, effective decisions, brief idea about individual Vs group decision-making.
- 3>. Organizing:- **(15%)**
Meaning, process, principles types of organization. its merit & demerits(Line, function, Line & staff and committee.)Basis of departmentation,centralization and decentralization,concept of informal organization.Delegation of authority meaning & process.
- 4>. Staffing:- **(10%)**
Meaning & Importance of staffing. Recruitment & selection –Meaning-Process only. Training & development Meaning & significance only.
- 5>. Co-ordination:- **(15%)**
Meaning importance & techniques for effective co-ordination.
MOTIVATION : Meaning, Importance& Maslow theory and x & y theory, theory.
LEADERSHIP : meaning, Importance, qualities of leadership and styles of leadership.
COMMUNICATION : Meaning, Important process principles of effective communication
Barriers to effective Communication.
- 6>. CONTROL : Meaning, Importance & process of **(10%)**
Control, management Audit, Budgetary control - smearing, benefits, problems.

Reference books

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|---|---|
| 1.Essentials of Management | -Harold knootz
-Heinz wehrich
(Mcgraw Hill & publication Co.) |
| 2.Business organisation & Management | -Y.K.Bhusan
(Sultan publication) |
| 3.Modern Business Organisation & Management | -S.A.Sherleker
-V.S.Sherleker
(Himalaya publication) |
| 4.Principles of Management | -T.Ramswamy
(Himalaya Publication) |
| 5.Principles of Management | -Prin T.J. Rana
(B.s.shah publication) |
| 6.Principles & Practices of Management | -L.M.Prasads |

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Paper - III Communication Skills-1

Objective: To acquaint the students with the knowledge of English Grammar and to enable them to write effectively in English pertaining to different Business Situations like, Maintenance of goodwill. Request letters, Credit letters, and Collection letters etc. writing of speeches.

- 1>. English Grammar: **(40%)**
 - Construction of sentences, use of tenses, punctuations, direct & Indirect speeches, active & passive voice, degree of comparison, use of articles.
 - Types of statements-Simple, compound, complex and Compound complex, Interrogative - Yes/No and who questions, Exclamatory-what and how Types command and request.
 - Use of important words and phrases.
- 2>. Basic concept of communication **(10%)**
 - Four levels of Business communication
 - Intra communication.
 - Inter communication.
 - Organizational communication.
 - Technological communication.
- 3>. Characteristics of Good Communication **(05%)**
- 4>. Letter Writing **(35%)**
 - Programming for different types of business letters with Examples.
 - Goodwill letter.
 - Request letter.
 - Sales letter.
 - Complaint letter.
 - Inquiry letter.
 - Internal correspondence & memos.
5. Essay Writing and format of a Report **(10%)**

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Paper - IV

Computer application-1 (Elements of office automation tools)

Internal marks: 18(practical)+ 12(Theory)=30Marks.

External Marks:40(practical)+30(Theory)=70Marks.

- 1>. Introduction to **(15%)**
 - Hardware
 - Block diagram of computer and explanation of related terms
 - Input devices like Keyboard, Mouse etc.
 - Output devices like Printer etc.
 - Storage devices like Hard disk, CD, Floppy disk etc.
- 2>. Introduction to **(15%)**
 - Software: System Software, Application software.
 - Computer Languages: High level & Low level
 - Operating Systems
 - Functions and features
 - Types of operating systems: Single User, Multi user
- 3>. Introduction to **(15%)**
 - Concept of Window, Icon, Menu etc.
 - File Manager
 - Print Manager
- 4>. Word Processing Package **(20%)**
 - Features of word processors
 - Typing, Editing, Proofing and Reviewing
 - Formatting Text and Paragraphs
 - Automatic Formatting and styles
 - Tables
 - Graphics and Frames
 - Mail Merge
 - Macros
- 5>. Presentation package **(15%)**
 - Creating and Editing Slides
 - Creating and editing objects in the slide
 - Animation and slide transition effects
 - Creating and Running slide show
 - Templates
- 6>. Spreadsheet Package **(15%)**
 - Concept and features of spreadsheet
 - Working and editing in workbooks
 - Formatting
 - Charts, maps and graphs
 - Importing/Exporting file

- 7>. Computer Applications (5%)
- Banking
 - Commercial Enterprises
 - Industrial Enterprises
 - Offices
 - E-communication

Reference Books:

1. An introduction to computer studies-Noel kalicharan, Cambridge press
2. How computers works-Ron White, Techmedia.
3. windows 98 and MSOffice 2000 (In Gujarati)-Antani and shah, TMH.
4. Computer Fundamentals-Ashok Arora and shefali bansal, Excel books
5. Using Msoffice2000-Bott, PHI
6. Office2000 made easy the basis & beyond –Naibour, TMH
7. Teach yourself MSOFFICE 2000 in 21 days-Ulrich, Tech media.
8. Peter Coeffee teaches PCS-Coeffee, PHI