MAHANA AND THE SMALL SMA	BAROON BAROON	Faculty Departm	of Cornent of	BBA Programme	ACADEMIC YEA 2012-2013	.R
Charle	-49.904	Gaekwad H	Parisar	lal Shah BBA Programme Building,H.H. Maharaja Pratapsinhrao, Opp. The M.S. University Office, Fatehgunj, Vadodara-390002 Ph: + 91 0265 2792237, 2971375 Email: director.bbamsu@gmail.com		
				BBA Programme: Three Years Full Time Degree Cou	urse	
	YEAR	1		ACF1101 : Financial Accounting	CREDIT	4
Ser	nester	1		/ter 1101 i maneiai /teecantii g	HOURS	60
OBJ	ECTIV	10 "	•	vorking knowledge of accounting concepts, detailed procedures and d	locumentation invol	ved in
				COURSE CONTENT / SYLLABUS		
UN	NIT-I			nting Framework. nts of Non-Profit Motive Organisation.		
T 13.1		1.	-	ration of Financial Statements of Partnership Firm.		
UN	IT-II	2. 3.		ution of Partnership Firm. nd Conversion of a Partnership Firm to a Company.		
UN	IT-III	1. 2. 3.	Consig	nting for Hire Purchase and Instalment Purchase Transactions. Inment Accounts. Venture Accounts.		
UN	IT-IV	2.	Accou	h Accounts. Inting for Depreciation and Fixed Assets. Ince Claims.		
	T			REFERENCES		
1.				Hanif & Mukherjee (Vol. I& II) (Tata Mc Graw-Hill Publishing Co. Ltd.,	·	
2.				Ashok Sehgal & Deepak Sehgal (Taxmann Allied Services Pvt. Ltd., Nev	w Delhi)	
3.				S.Kr. Paul (New Central Book Agency (P) Ltd., Kolkata)		
4.	Advan	ced Accour	nting : E	By R.L. Gupta & M. Radhaswamy (Vol. I) (Sultan chand & Co., New Delhi	i)	
5.	Advan	ced Accour	nting : E	By S.N. Maheshwari (Vol. I) (Vikas Publishing House, New Delhi)		
6.	Financ	cial Accoun	ting : By	y P.C. Tulsian (Tata Mc Graw-Hill Publishing Co. Ltd., New Delhi)		
7.	Stude	nts' Guide t	to Acco	unting Standards: By D.S. Rawat:(Taxmann Allied Services Pvt. Ltd., Nev	w Delhi)	

Activities Planned: Accounting Quiz.



The Maharaja Sayajirao University of Baroda

Faculty of Commerce

ACADEMIC YEAR 2012-2013

Department of BBA Programme

Kamalaben Ramanlal Shah BBA Programme Building, H.H. Maharaja Pratapsinhrao Gaekwad Parisar, Opp. The M.S. University Office, Fatehgunj, Vadodara-390002 Guiarat. India, Ph: + 91 0265 2792237, 2971375 Email: director.bbamsu@gmail.com

		BBA Programme: Three Years Full Time Degree Course		
YEAR	1	CDN41101 . Foundation of Dusiness	CREDIT	4
Semester	1	CBM1101: Foundation of Business	HOURS	60
OBJECTIV	'	The Course Aims at Enabling Students to Develop Familiarity with Basic Conce he Organization of Business Activities.	pts Relatin	g to
		COURSE CONTENT / SYLLABUS		
UNIT-I	2.3.4.	Nature and Scope of business, conceptualization of Industry, Commer profession. Introduction to Evolution of Business, Industrial Revolution and its socio Consequences, Stage of Industrial Revolution. FORM OF BUSINESS ORGANISATION: sole Proprietor, partnership, Joint Stock Co-operative Society, Services Organisation, Public Utility, Structures organizations. legal aspects: GST, CST, Shops and Establishments Act, Consumer Protection-remedies.	-economic Company, of these	
UNIT-II	Trade: 1. 2. 3.	Domestic: Role of Wholesaler and Retailers and Middlemen. International: Export – Import Procedures, Documents. Role of Agencies: GATT, WTO, WB Chamber of Commerce.		
UNIT-III			Selling of	:
UNIT-IV	1.	Industrial Finance: Methods of Short Term, Medium Term and Long Term Fin Portfolio Management: Concepts and Methods. Role and Importance of Insurance, Warehousing and Transport and Banking. Negotiable Instruments.		
		REFERENCES		-

1.	Modern Business Organisation and Management: Shelekar & Sherlekar, Himalaya Publishing House.
2.	Business Organisation and Management : Y. K. Bhushan, Himalaya Publishing House
3.	Financial Management : I. M. Pandey,
4.	Financial Management : S.C. Khucchal
5.	Financial Management : Prassanna & Chandra
6.	Banking and Financing System: Nirmala Prasad and Chandradas, Himalaya Publishing House.
7	Insurance – Theory and Practice : Tripathy & Pal, Prentice Hall of India



The Maharaja Sayajirao University of Baroda Faculty of Commerce

A CONTRACTOR		Department of BBA Programme		YEAR	
सत्यं शि	वंसुन्दरम्	Kamalaben Ramanlal Shah BBA Programme Building, H.H. Maharaja Pratapsinhrao Gaekwad Parisar, Opp. The M.S. University Office, Fatehgunj, Vadodara-390002 Gujarat, India, Ph: + 91 0265 2792237, 2971375 Email: director.bbamsu@gmail.com	012-20	13_	
		BBA Programme: Three Years Full Time Degree Course			
	YEAR nester	BCE: 1103 Managerial Economics	CREDIT	4 60	
OBJ	JECTIV	VES: Objective of the Course: To acquaint the students with Economic tools for students courses such as finance, marketing, HR and managerial accounting.	ying ot	ther	
		COURSE CONTENT / SYLLABUS			
UN	IT-I	Introduction Economics and Decision Making, six steps in decision making, private and public decisions The Firm and its Goal, optimal decision using marginal Analysis, Review of Important Economic Terms and Concepts			
		Demand Analysis			
UN	IT-II	The demand function, demand curve, determinants of demand, elasticity of demand, estimation and forecasting of demand, revenue analysis			
		Production and Cost Analysis			
UNI	T-III	Basic production and cost concepts, short run and long run estimation of cost, economic of scope, break even analysis and market Structure.	S		
		Capital Budgeting			
UNI	IT-IV	Time Value of money, methods of project evaluation, making investment decisions and capital rationing			
		REFERENCES			
1.	Mana	agerial Economics: Keat Paul and Young Philip, Pearson Education			
2.	Mana	anagerial Economics: Samuelson William and Marks Stephen, The Dryden Press.			

- Managerial Economics: Gupta G S, Tata McGraw Hill
- Modern Economics: Ahuja H L, S. Chand and Co.



The Maharaja Sayajirao University of Baroda

Faculty of Commerce

ACADEMIC YEAR 2012-2013

Department of BBA Programme

Kamalaben Ramanlal Shah BBA Programme Building, H.H. Maharaja Pratapsinhrao
Gaekwad Parisar, Opp. The M.S. University Office, Fatehgunj, Vadodara-390002
Gujarat, India, Ph: + 91 0265 2792237, 2971375 Email: director.bbamsu@gmail.com

	BBA Programme: Three Years Full Time Degree Course					
YEAR	CREDIT	4				
Semester	STA1111: Basic Statistics for Managerial Decisions HOURS	60				
Semester		1 00				
OBJECT	ES:					
	COURSE CONTENT / SYLLABUS					
	Review of Data Analysis					
	-Introduction to Statistics (Collection, Tabulation, Classification, Graphical presentation).					
UNIT-I	- Measures of Central Tendency. – Measures of Dispersion. – Moments – Skewness-					
	Kurtosis.					
	Discriptor Distribution Contact Discrete Consolations (Keel Decrete of Security of Security)					
	-Bivariate Distribution – Scatter Diagram- Correlation: Karl Pearson coefficient of correlation,					
UNIT-II	Rank Correlation Regression : concept of Regression , Simple Linear Regression .					
	-Time series analysis: Components of time series, Additive and multiplicative modal, Methods					
	for trend and seasonal variation.					
	Probability Theory					
	-Probability theory, Bayes Theorem, Random Variable, Probability distribution of Random					
UNIT-III	Variable and its expectation and Variance.					
	-Discrete probability Distribution: Binomial Distribution, Poisson Distribution					
	-Continuous probability Distribution: Normal Distribution, Exponential Distribution					
	Decision Theory					
	- Structure of decision making problem – Types of decision making environments: Decision					
UNIT-IV	making under Certainty, Under Risk and under Uncertainty. (Maximax, Maximin and minimax					
	criterion, EMV, EOL., EVPI). – Baysian Analysis: Decision tree analysis.					
	REFERENCES					
1. Stat	tical methods for Quality, Reliability and Maintainability by K. Murlidharan and A. Syamsundar					
	ess Statistics by J. K. Sharma.					
	ess Statistics by S . C. Gupta and Indra Gupta.					
4. Busi	ness Statistics By D.N. Ellanhance					



The Maharaja Sayajirao University of BarodaFaculty of Commerce

ACADEMIC YEAR 2012-2013

Department of BBA Programme

Kamalaben Ramanlal Shah BBA Programme Building, H.H. Maharaja Pratapsinhrao

	BBA Programme: Three Years Full Time Degree Course		
YEAR	ENC110E - Pusinoss Communication	CREDIT	4
Semester	ENG1105: Business Communication	HOURS	60
OBJECTI	TC. This paying attempts to halp students to:		
OBJECTI			
	Understand the basics and importance of communication		
	Strengthen business writing skills		
	Develop audio-visual skills		
	Develop oral communication skills		
	Develop soft skills		
	COURSE CONTENT / SYLLABUS		
	UNDERSTANDING COMMUNICATION		
	1. Definition and role of communication		
	2. Basics of communication		
UNIT-I	3. Process of and Barriers to communication		
	4. Characteristics of communication		
	5. Types and Modes of Communication		
	6. Business communication		
	BUSINESS WRITING I		
	1. Essentials of communication		
	2. Preparatory steps for Business writing		
	a) Sources and Methods of Data Collection		
	b) Preparing questionnaires and interview sheets		
UNIT-II	3. Interpreting, Analyzing and representing Verbal and visual information		
	4. Writing Effective Business Messages		
	a) Memos		
	b) Notice, Agenda and Minutes		
	c) Circulars		
	d) Business letters- Inquiry and replies, order and replies, Complaint and replie	es es	
	BUSINESS WRITING II		
	Report writing		
UNIT-III	2. Job Application		
	3. Technical proposals		
	4. Communication through Technology		

UNI	T-IV	SOFT SKILLS	
		Business ethics and etiquettes	
		2. Netiquettes	
		3. Body Language	
		4. Paralanguage	
		5. Presentation skills	
		6. Goal setting	
		7. Time management	
		8. Negotiating skills	
		SUGGESTED ACTIVITIES	
		Discussions	
		Library Research and Reference	
		Projects and Presentations	
		Assignments	
		Tutorials	
		TEACHING METHODOLOGY	
		Lecture method combined with discussion	
		Use of Audio visual aids and internet resources	
		Supervising projects, presentations and item for self study	
		REFERENCES	
1.	Aggar	rwal, S. <i>Essential Communication Skills</i> . New Delhi: Ane Books. 2009.	
2.		e et.al. Business Communication Today. Ninth Edition. New Delhi: Pearson. 2009	
3.	Ceran	mella and Lee. Cambridge English for the Media. New Delhi: CUP. 2009.	
4.		urvedi and Chaturvedi. Business Communication: Concept, Cases and Application. New Delhi: son. 2009	
5.		ar et.al. <i>Business Communication: Making Connections in a Digital World</i> . Eleventh Edition. N : Tata McGraw Hill. 2010.	lew
6.		an and Banerjee. Developing CommunicationSkills. Second Edition. New Delhi: MacMillan. 20	009.
7.		e, A. <i>Body Language</i> . New Delhi: Competition Review. 2008.	
8.	Sehga	al and Khetarpal. <i>Business Communication</i> . New Delhi: Excel Books 2009.	



The Maharaja Sayajirao University of BarodaFaculty of Commerce Department of BBA Programme

ACADEMIC YEAR

≝ अंशि सत्यंशि	्र्र्ड्स हु वंसुन्दरम्	Department of BBA Programme	2012-20	113
	•	Kamalaben Ramanlal Shah BBA Programme Building, H.H. Maharaja Pratapsinhrad Gaekwad Parisar, Opp. The M.S. University Office, Fatehgunj, Vadodara-390002 Gujarat, India, Ph: + 91 0265 2792237, 2971375 Email: director.bbamsu@gmail.com	2	
		BBA Programme: Three Years Full Time Degree Course		
	YEAR	NAAT1107 : Naath amotice for Dusiness	CREDIT	4
Sem	nester	MAT1107: Mathematics for Business	HOURS	60
0.0.1	re comm	The last the second sec		
OBI	JECTI	/ES:		
		COURSE CONTENT / SYLLABUS		
UN	ЛТ-І	Domain and range of a function, Composition of functions, Algebra of functions, Ca coordinate system, Equations and graphs, Straight line, Slope of a line, Equations o in point-slope form and point intercept form, Applications of linear equations in but and economics, Sequence, Monotonic and bounded sequences, Convergence and I a sequence, Limit of a function, Properties of limit, Limits of elementary fun Continuity.	f a line usiness limit of	
UN	IT-II	Derivative, Derivatives of elementary functions, Chain rule, Higher order derived Marginal cost as derivative, Monotonic functions, Maxima and minima, Concast convex functions, Integration as anti-derivative, Methods of integration by substituted parts, and by use of partial fractions, Definite integral, Properties of definite integral under the curve, Consumer's and producer's surplus	ve and ion, by	
UNI	IT-III	Time value of Money, Interest rate and discount rate, Present value and future value discrete case as well as continuous compounding case, Annuities and its kinds, Mea of return, Return as Internal Rate of Return (IRR), Measurements of risk, Calculation Portfolio Risk	aning	
UNI	IT-IV	Matrix, Transpose of a matrix, Adjoint of a matrix, Types of matrices, Algebra of matrix, Transpose of a matrix, Adjoint of a matrix, Types of matrices, Algebra of matrix, Properties of determinants, Calculation of values of determinants third order, Elementary row operations, Finding inverse of a square matrix, System equations, Solution of a system of linear equations having unique solution involving not more than three variables.	up to tem of	
		REFERENCES		
1.	S. Lan	g (1986). 'A First Course in Calculus', Springer.		
2.	V. Kri	shnamurthy, V. P. Mainra, J. L. Arora (2004). 'An Introduction to Linear Algebra', Affiliated E	ast West Press	S.
3.		Ross, R. W. Westerfield (2002). B. D. Jordan, 'Fundamentals of Corporate Finance', Tata Mc		
4.		F.Haeussler, Richard S. Paul, R. J. Wood (2007). 'Introductory Mathematical Analysis for Bu		
		omics, and the Life and Social Sciences', Ernest F, Haeussler, Richard S., Paul, R. J. Wood, Pr		
5.		Hands (2004). 'Introductory Mathematical Economies', D. W. Hands, Oxford University Pres		
<u>6.</u>		d T. Dowling (1993). 'Mathematical Methods for Business and Economies', Mc Graw Hill.		
7.		Anthony and Norman Biggs (1966). 'Mathematics for Economics and Finance', Cambridge	University Pres	SS.
8.	V. M. S	Shah (1980). 'Introductory Calculus', Acharya Book Depot.		
	1			



The Maharaja Sayajirao University of Baroda Faculty of Commerce Department of BBA Programme

ACADEMIC YEAR

३ अस्त्रियं शुन्दरम् सत्यंशिवं सुन्दरम्	Department of BBA Programme	2012-20)13
जनसम्बद्धान	Kamalaben Ramanlal Shah BBA Programme Building, H.H. Maharaja Pratapsinhrao Gaekwad Parisar, Opp. The M.S. University Office, Fatehgunj, Vadodara-390002		
	Gujarat, India, Ph: + 91 0265 2792237, 2971375 Email: director.bbamsu@gmail.com		
	BBA Programme: Three Years Full Time Degree Course		
YEAR	∀ Visual Art	CREDIT	4
Semester	visual Art	HOURS	60
OBJECTIV	YES:		
	COURSE CONTENT / SYLLABUS		
UNIT-I	Different Type of Line- (1) Horizontal lines (2) Diagonal lines (3) Zigzag lines (4) Curved lines Different Type of Texture (1) Rough textures (2) Smooth textures	etc.	
UNIT-II	Shape / Form Colour (1) Primary Colour (2) Secondary Colour (3) Tertiary colors Leaves Study / Flower Study / Flower Pot		
UNIT-III	Outdoor sketching of trees / Outdoor sketching of peoples (Pencil / Water colour) etc.		
UNIT-IV	. Outdoor Landscape / Indoor people in action (Sketch pen / Pen study) etc.		
	REFERENCES		
1.			



The Maharaja Sayajirao University of Baroda Faculty of Commerce

ACADEMIC YEAR

		Department of BBA Programme	ACADEMI0 2012-2					
सत्यं शिवं र्	सुन्दरम्	Kamalaben Ramanlal Shah BBA Programme Building, H.H. Maharaja Pratapsinhrao Gaekwad Parisar, Opp. The M.S. University Office, Fatehgunj, Vadodara-390002 Gujarat, India, Ph: + 91 0265 2792237, 2971375 Email: director.bbamsu@gmail.com		013				
		BBA Programme: Three Years Full Time Degree Course						
Y	/EAR	DUI 101 - Flowerts of Philosophy Logic and Prostical Ethics	CREDIT	3				
Seme	ester	PHI1101: Elements of Philosophy - Logic and Practical Ethics	HOURS	45				
OBJE	ECTIV	TES: 1. The course intends to facilitate clarity in the process of decision makin	g.					
		2. The students will get acquainted with important ethical issues of a pra	ctical nat	ure.				
		COURSE CONTENT / SYLLABUS						
		Logic						
		Meaning and scope of Logic						
UNI	T-I	Induction (Scientific Method), proper forms						
		of induction. Justification for induction.						
		Scientific Method, Scientific and Popular Explanation						
		Ethics						
		Meaning, nature and scope of ethics and its need						
UNI	Γ-II							
		Individual and Society, duties and Virtues						
		Social Institutions and their ethical significance						
		Professional Ethics						
		Ethical codes of conduct for various professions						
UNIT	r-III	rights and obligations in business.						
		ethical issues in Human Resource Management.						
		Ethical issues in Business						
		Environmental Ethics						
T INITA	r 13 7	Environmental ethical Issues						
UNIT	I-IV	Arguments for and against the use of the natural						
		environment, Animal Rights, nature and Morality						
		REFERENCES						
1.	Sta. N	Maria Joseph, 1970, Elements of Logic, Mumbai, New Literature Publishing Company.						
2.	Sinha	, Jadunath, 1986, A Manual of Ethics, Calcutta, New Central Book Agency.						
3.	Frean	kena, William, 1993, Ethics, New Delhi, Prentice Hall India Private Limited.						
4.	thiror	, Jacques, 1998, Ethics-Theory and Practice, New Jercy, Prentic Hall, U.S.A.						
5.	Peter	Singer, Applied Ethics, London, Oxford University Press.						
6	Hill D	onald, and Brenda Almond, 1991, Applied Philosophy: Morals and Metaphysics in Con	temporar	ry				
6. Debates, Londo, Rout ledge and Kegan Paul.								
7.	Comb	e J.R., E Wrinkler F.R., (eds.),1993, Applied Ethics, A Reader, London, London Bhackwe	ell.					

Saxena, Kanchan, 1999, Readings in Applied Philosophy, Allahabadm Shekhar Prakashan