

## Sant Gadge Baba Amravati University

### Part A

Faculty : **Commerce & Management**

Programme : **Bachelor of Business Administration**

#### Programme Objectives :-

- To impart the basic knowledge of Economics.
- To impart basic knowledge of Accountancy & Statistics.
- To impart knowledge of creating a cash book and ledger books.
- To impart the basic knowledge of management, planning, organizing, directing and controlling
- To impart the basic knowledge of application of computers and its development.
- To impart the knowledge of business sectors, firms, e-commerce, cashless transaction
- To impart the knowledge of local and global enterprises and trade.
- To develop presentation skills and ability of goal setting.
- To bring about the holistic development of the students.
- To develop ethics of life.
- To inculcate Environmental awareness.
- To impart the fundamental knowledge of Computer.

#### Programme Outcomes :-

The students would be able to

- Attain requisite skills and knowledge after the completion of the programme.
- Achieve the basic knowledge of Economics.
- Assimilate basic knowledge of Accountancy & Statistics.
- Efficiency in reading and writing skill.
- Achieve requisite skills and knowledge of preparing cashbook, ledger books and balancesheet of company.
- Become knowledgeable about marketing.
- Create a self employment.
- Assimilate ethics of life.
- Achieve Environmental awareness.
- Attain fundamental knowledge of Computer.

#### Employability Potential of the Programme

Choosing a perfect career is the toughest decision that any person has to make in life. After completion of BBA, candidates have a versatile choice in career. One of the best options is that students can pursue MBA, M.Com and similar masters programs, which in return boost their chances of potential success. Other options which are open after the completion of BBA are discussed below

#### Entrepreneurship-

Once the candidate has completed the graduation, he/she can utilize the learned skills and become his own boss. The curriculum gives knowledge related to finance, accounts, management and some legal aspects also.

#### Banking-

There are many private banks which offer some attractive vacancies to the BBA graduates after completion of their course. These jobs add on to their skills and experience. Both the public as well as the private sector banks offer many job opportunities to the BBA graduates, such as -

- bank officers
- financial administrators
- financial advisors
- junior managers
- bank assistants
- PO exams, etc.

#### Financial Planning-

BBA graduates are expected to acquire the skill of financial planning. Those who choose to be financial planners help individual clients with their funds, and savings along with various investment issues for achieving their personal goals. Students who are planning to make a career in the financial planning sector, can try for the following programs like:

- CA- Chartered Accountant
- CFA - Chartered Financial Analyst
- CFP - Certified Financial Planner

### CS - Company Secretary

These are renowned certification courses in finance which help the BBA students to be helpful in the financial matters of their individual clients.

### Intern at a reputed company -

Many companies offer a variety of internships to the BBA students so that they can gain the required experience and skills at the beginning of their career. students should be clear with which skills they want to acquire and enhance, what is the deadline and how they can update their resume.

### Higher education -

On the completion of the BBA degree program, the candidates can pursue MBA, M.Com or other similar masters degree program. Candidates can also pursue LL.B., diploma in taxation, post graduate diploma in marketing management, post graduate diploma in HR or Finance or such similar courses.

### Acquire skills through certification programs -

Candidates can acquire various skills through special certification programs, such as Digital marketing, Business analytics,

Project Management professionals, MS office etc.

In the course of education also the candidates can acquire various skills such as communications skills, letter writing skills, drafting skills, marketing skills, management skills, leadership skills, financial management skills, interpersonal skills, discipline, punctuality, coordination, organisation, planning, group play and other legal and accounting skills. all these skills will not only enhance their chances of employability but also their capabilities to be self-employed.

## Part B

### Syllabus prescribed for 1<sup>st</sup> Year Under Graduate Programme

#### Programme :Bachelor of Business Administration

#### Semester I

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
<b>BBA-101</b>	<b>Business Communication in English I (AEC)</b>	<b>30</b>

#### Course Outcome:

1. Student will get to know about the principles of effective communication
2. They will get information about type of communication and barriers to communication
3. Student will learn about drafting of business letter
4. Student will learn about interdepartmental communication
5. Student will get to learn about drafting different business letter such as sales letter, purchase letter
6. Student will be able to draft a report.

Unit	Topic	No. of Periods
<b>I</b>	<b>Introduction to Business Communication</b> 1.1 Meaning, Definition, objectives and 1.2 Importance of Business Communication 1.3 Principle of Effective Communication in Business Essentials and 7cs, of Effective Communication in Business	<b>06</b>
<b>II</b>	<b>Business Communication</b> 2.1 Process of Communication 2.2 Types of Communication (Verbal and Non Verbal Communication) 2.3 Dimensions of Communication (Upward, Downward, Lateral, Crosswise) 2.4 Barriers to Communication	<b>06</b>
<b>III</b>	<b>Business Correspondence</b> 3.1 Meaning, Objectives and Importance of Business Correspondence 3.2 Layout of Business Letter 3.3 Do's and Don'ts of Business Letter 3.4 Inter departmental Communication Memo, Notice, Order, Circular	<b>06</b>
<b>IV</b>	<b>Business Letters</b> 4.1 Types of Business Letters. 4.2 Enquiry Letters, Quotation Letters, Placing Orders, Inviting Tenders, Credit and Status Enquiry letters 4.3 Sales Letter 4.4 Complaint Letters and Circular Letters.	<b>06</b>
<b>V</b>	<b>Report Writing</b> 5.1 Meaning, Objective of report writing 5.2 Essentials elements of report writing 5.3 Types of reports 5.4 Drafting a Report	<b>06</b>

#### BOOKS RECOMMENDED :

- Raman S. & Swami R. Business Communications, Professional Publications Madras
- R.C. Sharma & Krishan Mohan, Business Correspondence & Report Writing. Tata McGraw Hill Delhi.

- Nandanwar K.P. Ninawe A.S. & Nandanwar S.P. Essential of Business Communication, Prashant Publication, Jalgaon.
- Kaul, Business Communication, Prentice Hall, New Delhi.
- Mallika Nawal, Cengage Learning
- Murphy & Peck, Effective Business Communications, Tata McGraw Hill, New Delhi.

**Part B**

**Syllabus prescribed for 1<sup>st</sup> Year Under Graduate Programme**

**Programme : Bachelor of Business Administration**

**Semester I**

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
<b>BBA-102</b>	<b>Principles of Business Economics</b>	75

**Course Outcomes**

1. Application of Micro & Macroeconomic Concepts
2. Application of Utility & Indifference Curve Analysis
3. Application of Demand Pattern
4. Application of Supply and Production Pattern
5. Application of Cost & Revenue Pattern

Unit	Content	No. of Periods
<b>I</b>	<b>Basic Concepts:</b> 1.1 Definition of Economics: Adam Smith, Marshall 1.2 Definition of Economics: Robbins, J.K. Mehta 1.3 Economic Laws: Nature, Characteristics, Limitation & Importance. 1.4 Micro Economics-Meaning, Scope, Merits & Demerits, Importance. 1.5 Macro Economics-Meaning, Scope, Merits & Demerits, Importance.	<b>13</b>
<b>II</b>	<b>Utility Analysis:</b> 2.1 Meaning and Definition. 2.2 Marginal Diminishing Utility Theory. 2.3 Equi Marginal Utility Theory. 2.4 Indifference Curve: Meaning, Definition & Rate of Marginal Substitute. (MRS) 2.5 Characteristics of Indifference Curve.	<b>13</b>
<b>III</b>	<b>Demand Analysis:</b> 3.1 Demand: Meaning, Definition, Change in Demand. 3.2 Law of Demand & its Exceptions. 3.3 Concept and Types of Elasticity of Demand 3.4 Measurements of Elasticity of Demand 3.5 Determinants and Importance of Elasticity of Demand	<b>13</b>
<b>IV</b>	<b>Supply Analysis &amp; Production Function:</b> 4.1 Supply: Meaning, Definition, Change in Supply. 4.2 Law of Supply & its Exceptions 4.3 Law of Variable Proportion. 4.4 ISO quants: Concept & Characteristics. 4.5 Internal & External Economies & Diseconomies.	<b>12</b>
<b>V</b>	<b>COST AND REVENUE:</b> 5.1 Meaning & Types of Cost. 5.2 Short run Cost Curve. 5.3 Long run Cost Curve. 5.4 Meaning & Types of revenue. 5.5 Total, Average & Marginal Revenue Curve.	<b>12</b>
<b>VI</b>	<b>Skill Enhancement Module</b> Application of Utility, Demand, Supply, Production, Cost and Revenue Patterns in Retail and Wholesale Market. For examples: APMC, Vegetable Markets, Flower Market	<b>12</b>

**BOOKS RECOMMENDED :**

- 1) Ahuja H.L.: Business Economics : S.Chand & Co. New Delhi.
- 2) Business Economics : Dr. G.N. Zamare Pimplapure & Co. publisher, Nagpur
- 3) K.P.M. Sundharam : Micro Economics ó S. Chand and Sons. E.N. Sundharam.
- 4) M. L. Jhingam : Micro Economics Theory, Konark Publishers, Delhi
- 5) Misra Puri : Economics of Growth and Development ó Himalaya, Bombay
- 6) Business Economics : Dr. Sudhir Bodhankar, Dr. Medha Kanetkar, Shri. Sainath Prakashan, Nagpur

**Part B**

**Syllabus prescribed for 1<sup>st</sup> Year Under Graduate Programme**

**Programme : Bachelor of Business Administration**

**Semester I**

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
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<b>BBA-103</b>	<b>Principles of Business Management &amp; Creativity Innovation</b>	75
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**Course outcomes :**

**Principle of Business Management (creativity and Innovation)**

Management Concept: - To develop the knowledge of Branch accounting

Planning: - To know the Concept of Planning and its implementation in management

Organizing: - To analyze the concept of organizing and its significant in management

Directing: - To familiarize the concept of Directing and importance of motivation in management

Controlling: - To develop the various techniques and tool of Controlling

Unit	Content	No. of Periods
<b>I</b>	<b><u>Business Management</u></b> 1.1 Business :- Meaning, Nature 1.2 Business Management :- Concept, Meaning, Nature and Steps of Management Process 1.3 Principles of Business Management by Henry Fayol, Elton Mayo 1.4 Principles of Scientific Management by F.Wtaylor	<b>13</b>
<b>II</b>	<b><u>Planning and Organizing</u></b> 2.1 Planning: - Meaning, Nature and Importance 2.2 Types of procedure of planning 2.3 organization: - Meaning Nature and Scopes 2.4 Organizational Structure and Types of Organization	<b>13</b>
<b>III</b>	<b><u>Directing and Controlling</u></b> 3.1 Direction: - meaning, Nature, Scope and Importance 3.2 Principles of Direction and Forms of Direction 3.3 Controlling: - Concept, meaning, nature and role 3.4 Process and technique of controlling	<b>13</b>
<b>IV</b>	<b><u>Idea</u></b> 4.1 Idea: - Concept, Meaning and Nature 4.2 Idea Evaluation, Generalization and Execution, Brainstorming 4.3 Identification of critical issues and its solutions 4.4 Incubation: - Concept, Meaning, Nature and Importance	<b>12</b>
<b>V</b>	<b><u>Creativity and Innovation</u></b> 5.1 Creativity: - Meaning, Definition, Creative Environment 5.2 Creativity in Teams and Managing Creative Employees 5.3 Innovation: - Meaning, Definition and Importance 5.4 Climate for Innovation in Enterprise and Competitive Advantage of Innovation	<b>12</b>
<b>VI</b>	<b><u>Skill enhancement Module</u></b> 1. Generate a business idea using Mind-Mapping technique. 2. Generate an idea for social awareness of cleanliness using Brain-Storming technique. 3. Generate an idea for innovation using Attribute Listing Techniques. 4. Generate a idea for Pollution Control by using story boarding technique. 5. The employees in your organization have lost their creativity, how will you develop creativity in him. 6. Guide your friend who is need of funds for innovation. 7. You plan to initiate a change in your organization, what measures will encourage change in organization. 8. Prepare the proposal for incubation support. 9. Guide your friend and encourage him for 'Make in India' with his new business idea. 10. Prepare a plan to communicate the innovation initiated by your organization, to the general public. 11. These modules will enhance creativity skills of the students. The students will learn various idea generation techniques and how to overcome the challenges. 12. Build your team for skill enhancement programme for students of your department 13. Establish grievance redressal committee and resolve issues of students 14. Prepare write up for controlling measures adopted by your principles for administrative examination and student affair.	<b>12</b>

**BOOKS RECOMMENDED**

1. **The act of Creation** by Arthur Koestler
2. **Creativity in Product Innovation** by Jacob Goldenberg and David Mazursky
3. **Creative Cognition : Theory, Research and Applications** by Ronald A. Finke, Thomas B. Ward and Steven M. Smith
4. **The Creative Mind: Myths and Mechanisms** by Margaret A. Boden
5. **Mastering the Dynamics of Innovation** by James M. Utterback
6. **Think : Before it's Too Late** by Edward de Bono
7. **The Progress Principle : Using Small Wins to Ignite Joy, Engagement and Creatiity at Work**, Teresa Amabile and Steven Kramer
8. **The Progress Principle : Using Small Wins to Ignite Joy, Engagement and Creativity at Work Handover July 10, 2011**, Teresa Amabile, Steven Kramer

**Part B**  
**Syllabus prescribed for 1<sup>st</sup> Year Under Graduate Programme**

**Programme : Bachelor of Business Administration**

**Semester I**

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
<b>BBA-104</b>	<b>Basic Accounting</b>	75

**Course Outcomes :-**

- 1) To know the meaning, Nature, Function and usefulness of Accounting
- 2) To understand the concept of various steps of Accounting
- 3) Journal entries, Ledger posting, Trial balance
- 4) To learn how to prepare Final Accounts of sole traders with adjustments
- 5) To understand the concept of joint venture
- 6) To know the different method of depreciation.
- 7) To develop the concept of bill of exchange
- 8) To know the different methods of depreciation.

Unit	Content	No. of Periods
<b>I</b>	1.1 Introduction of accounting, meaning,nature,function and usefulness,accounting concepts and convention,double entry accounting system. 1.2 Journal entries, ledger, trial balance 1.3 Subsidiary Books Single column/simple cash bookPurchases book, purchases Return Book, Sales Book, Sales Return Book 1.4 Rectification or errorRectification entries and suspense account	<b>13</b>
<b>II</b>	Final Accounts of sole Traders. Trading Account, Profit & Loss account. Balance Sheet with adjustment	<b>13</b>
<b>III</b>	Bill of exchange	<b>13</b>
<b>IV</b>	Accounts of Joint Venture	<b>12</b>
<b>V</b>	Depreciation : Accounting Concept of Depreciation, Different method of Depreciation Problem on 1) Straight line method 2) Reducing Balance method 3) Annuity method	<b>12</b>
<b>VI</b>	<b>Skill Enhancement Module</b> a) A comparative study of Conventional and modern system of accounting b) A study of various policies of company as AS-2, AS6 & AS10 from Annual Report c) Analytical study of all assets of documents in your familyø d) Visit to any proprietary concern and preparation of journal of 8 days with the help of business transactions e) A visit to factory or workshop and a study of various methods adopted for calculation of depreciation f) Preparation of report on various treatment of bill of exchange (Trade bill) g) Collection of all types of documents use in the bank and office. h) A record of different imaginary transaction for 10 days of a new business with capital Rs. 100000 like stationary shop/ medical store/ vegetable stall/ any business. i) Final account with the help of journal/ subsidiary books of sole trading concern j) Journalizing of household transactions for a month.	<b>12</b>

**Reference Books :**

- 1) J.R.Botliboi : Advanced Accountancy
- 2) R.R.Gupta : Advanced Accountancy
- 3) Shukla and Grewal : Advanced Accountancy
- 4) A.N.Agrawal : Higher Science of Accounting
- 5) R.L.Gupta, V.K.Gupta : Advanced Accounting

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**Semester I**

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
<b>BBA-105</b>	<b>Business Mathematics &amp; Statistics</b>	75

**Course Outcomes:-**

- 1) To Know the basic concept of Mathematics
- 2) To know the concept statistics
- 3) To understand the various concept of index number .
- 4) To know the basic concept of central tendency of measure
- 5) To know the basic concept of dispersion and skewness with index number
- 6) To know the concept of correlation analysis with it s simple method

Unit	Content	No. of Periods
<b>I</b>	1.1 HCF & LCM on two or more integers	<b>13</b>

	1.2 Ratio and proportion, direct and inverse proportion 1.3 Mathematics of finance : Simple interest, compound interest	
<b>II</b>	1.1 Index Number, Construction of Index Number 1.2 Definitions of Statistics, Nature and limitations of Statistics, Collection, Classification, Tabulation and presentation of data	<b>13</b>
<b>III</b>	Analysis of Universal Data : Construction of a frequency of distribution, measure of central tendency, mean, mode, median	<b>13</b>
<b>IV</b>	Co-efficient of correlation, Karl Pearsons Formula, Calculation of Co-efficient of correlation in Grouping method and simple method. Probable error.	<b>12</b>
<b>V</b>	Measures of Dispersions and Skewness	<b>12</b>
<b>VI</b>	<b>Skill Enhancement Module</b> 1. Prepare to comparative statement of interest rate simple interest and compound interest of Three different Bank of your area. 2. Collect the information of prices of Wheat, Jwari, Rice, Pulses and prepare the Price index number comparing with the base year. 3. Prepare the statement of different rates of Diesel and Petrol of previous Three years. 4. Calculate the mean of Marks of total Students of your class. 5. Calculate the lower the quartile and upper quartile of the Fifty students of your class. 6. Collect the data of the marks of fifty students of your class and arrange it in the tabular format and give frequency and cumulative frequency of the collected data. 7. Collect the data of Tens students of your class and find out Karl Pearson's coefficient of correlation between height in cm. and weight in Kg. 8. Calculate the coefficient of standard deviation of the marks of Forty students of your class. 9. Collect the data of Tens students of your class and find out Karl Pearson's coefficients of correlation between marks in Accounts and marks in Statistics. 10. Visit to local statistical departments and write report on it.	<b>12</b>

**Reference Books:**

- 1) D.N. Elhance : Fundamental of Statistics
- 2) B.M. Asthana : Applied Statistics in India
- 3) S.S. Shrivastava : Introduction to Statistics
- 4) S.P. Gupta : Statistical Methods

**Part B**

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**Semester I**

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
<b>BBA-106</b>	<b>Fundamental of Computer I</b>	<b>45</b>

**Course Outcomes :**

- 1) Students will get information about evolution of computer & its development
- 2) Students will know about different elements of computer system
- 3) Student will be aware about different types of memory
- 4) Student will get to know about different input devices and output devices
- 5) Students will learn to prepare a text document with complete formatting.

Unit	Content	No. of Periods
<b>I</b>	<b>Basics of Computer:</b> 1.1 Definition & Evolution, 1.2 Features & Scope, 1.3 Generations of Computer, 1.4 Basic Applications of Computer.	<b>09</b>
<b>II</b>	<b>Computer Organization:</b> 2.1 Block Diagram of Computer, Input Unit, Output Unit. 2.2 CPU Memory Unit, Arithmetic Logic Unit, Control Unit. 2.3 Visual Display Unit : Concept and Functions of VDU 2.4 Computer Software: Concept of Software and Hardware, Types of Software System Software, Application Software, and Firmware	<b>09</b>
<b>III</b>	<b>Devices:</b> 3.1 Input Devices: Keyboard, MICR, OCR, Bar Coding, Mouse. 3.2 Output Devices: Printers, Types of Printers: Dot Matrix Printer, Laser Printer, and Inkjet Printer. Monitor: CRT, LCD, LED. 3.3 Primary Memory: Concept, Types: RAM, SRAM, DRAM. Read-Only Memory: PROM, EPROM, EEPROM. 3.4 Secondary Memory: Concept, Types: Hard Disk, Optical Disk, Pen Drive,	<b>09</b>

	MemoryCard, Data Card, Blue Ray Disc.	
<b>IV</b>	<b>Word Processing:</b> 4.1 Concept of Word processing, 4.2 MS-Word (2007) Screen Components, 4.3 Working with Ribbon, Creating, Opening Documents, 4.4 Saving and Printing a Document	<b>09</b>
<b>V</b>	<b>Word Processing Working with Text [MS-WORD 2007]:</b> 5.1 Text Creation and Editing, Spell Check, Table Creation 5.2 Formatting Document: Paragraph Format, Aligning Text and Paragraph, Line Spacing, Bullets and Numbering, Border and Shading, Header & Footer, Multiple Columns, Change Case, Subscript, Superscript, 5.3 Procedure and Applications Mail-Merge	<b>09</b>

**References :**

1. Fundamentals of Computers ó V. Rajaram (PHI)
2. Computer Fundamentals -- B-Ram (WE)
3. MS-Office
4. Computer Fundamentals and Operating System ó SupriyaBhagade
5. Introduction to IBMPC & Application - Taxali

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BBA-106	<b>Fundamental Computer I (Practical)</b>	15

**Practical Course Outcomes :**

Upon completion of the course students will be able to :

- 1) Student will get familiar with all the component and devices of computer.
- 2) Student will learn all Screen element of Microsoft Word
- 3) Students will be able to work on MS- WORD and create various documents. Also they will be able to save and print documents
- 4) Students will learn various formatting tools, alignment setting, line spacing, change case etc in formatting documents

**List of Practical:**

1. Creating page of Different generations of Computer
2. Add recipient and attach letter to Mail Merge
3. Creation of Timetable
4. Writing Letter
5. Report writing
6. Give Aligning to Text and Line Spacing in paragraph

**Division of Marks for Practical's**

Record Preparation	10 Marks
Practical Performance	10 Marks
Viva-Voce	10 Marks
Description	10 Marks
<b>Practical Total</b>	<b>40 Marks</b>