

**Vanita Vishram Women's University**  
**School of Commerce & Business Management**  
**Course Code: BM13010**  
**B.B.A. Semester: I**  
**Generic Elective: Micro Economics for Managers**  
**Credit: 6 (Theory-4 and Practical-2)**

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**Objectives:**

To help learners to

- Integrate economic theory with business practice.
- Apply economic principles to solve business problems.
- Use economic ideas for crisis management.
- Allocate scarce resources for optimizing returns.

**Course Content:**

| Module | Content  | Weightage |
|--------|--|-----------|
| 1      | <b>A. Introduction to Micro Economics:</b> <ul style="list-style-type: none"> <li>● Meaning</li> <li>● Definition</li> <li>● Characteristics</li> <li>● Role of micro economics in firms.</li> </ul> <b>B. Decision Making &amp; Forward Planning:</b> <ul style="list-style-type: none"> <li>● Concept of decision Making &amp; Forward Planning.</li> <li>● Role of Manager in Decision Making &amp; Forward Planning.</li> <li>● Use of micro economics concepts in decision making.</li> </ul> | 20%       |
| 2      | <b>A. Production Function:</b> <ul style="list-style-type: none"> <li>● Meaning</li> <li>● Definition</li> <li>● Types: Short Run, Long Run,</li> </ul> <b>B. Concept of cost:</b> <ul style="list-style-type: none"> <li>● Definition</li> <li>● Cost function</li> <li>● Types of cost (short run cost, long run cost, explicit cost, implicit cost, opportunity cost, private and social cost.)</li> <li>● Importance of all the cost in deciding the price.</li> </ul>                         | 20%       |
| 3      | <b>Managerial Decisions in Competitive Markets:</b> <ul style="list-style-type: none"> <li>● Introduction</li> <li>● Meaning,</li> <li>● Types of Market: Perfect Competition &amp; Imperfect Competition</li> </ul>   | 25%       |

|   |  |            |
|---|--|------------|
|   | <b>A. Perfect Competition:</b> <ul style="list-style-type: none"> <li>● Meaning</li> <li>● Features of perfect competition</li> <li>● Equilibrium</li> <li>● Price-Output determination under perfect competition</li> </ul> <b>B. Monopoly:</b> <ul style="list-style-type: none"> <li>● Meaning</li> <li>● Features</li> <li>● Equilibrium position</li> </ul>   |            |
| 4 | <b>A. Monopolistic competition:</b> <ul style="list-style-type: none"> <li>● Definition</li> <li>● Product Differentiation Output and pricing decisions</li> <li>● Selling Cost</li> <li>● Effect of selling cost on demand.</li> </ul> <b>B. Oligopoly:</b> <ul style="list-style-type: none"> <li>● Meaning</li> <li>● Definition</li> <li>● Features</li> <li>● Pricing decision in an oligopoly</li> <li>● The Kinked Demand curve model.</li> </ul> | <b>25%</b> |
| 5 | Group discussion, Case Study, Guest lectures on practical aspects  | <b>10%</b> |

### **Reference Books:**

| <b>Sr. No.</b> | <b>Title</b>                                  | <b>Author/s</b>                          | <b>Publication</b>      |
|----------------|---|--|-------------------------|
| 1              | Managerial Economics Theory and Applications, | D. M. Mithani                            | Himalaya Publication    |
| 2              | Modern Economic Theory,                       | K. K. Dewitt,                            | S. Chand Publication    |
| 3              | Managerial Economics                          | P. L. Mehta                              | S. Chand Publication    |
| 4              | Managerial Economics                          | Dominick Salvatore & Ravikesh Srivastava | Oxford University Press |
| 5              | Managerial Economics-1                        | Dr. D. M. Mithani                        | Himalaya Publication    |
| 6              | Principal of Economics                        | M. John Kennedy & G. R. Arora            | Himalaya Publication    |

### **Course Outcomes:**

After completion of the course, the student will be able to

- ✓ Develop the skills in decision-making for the managers
- ✓ Understand the microeconomic approach & their application in a firm.
- ✓ Apply the model of market supply and demand in market analysis.

- ✓ Develop the ability to maintain equilibrium in perfect competition and in Imperfect Competition.

**Vanita Vishram Women's University**  
**School of Commerce and Business Management**  
**Course Code: BM12010**  
**B.B.A. Semester: I**  
**Ability Enhancement Compulsory Courses: Office Management**  
**Credit: 2 (Theory-1 and Practical-1)**

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**Course Objective**

To help learners:

- Understand the importance of their role in an organization.
- Manage telephone calls and mails efficiently and professionally.
- Demonstrate professionalism in the organisation.
- Perform a variety of office procedures.

**Course Outcomes**

After completion of the course, the student will be able to:

- Understand the importance of their role in an organization.
- Simplify telephone calls and mails efficiently and professionally.
- Adopt professionalism in the organisation.
- Formulate a variety of office procedures.

**COURSE CONTENTS**

| <b>Module</b> | <b>Content</b>  | <b>Weightage</b> |
|---------------|---|------------------|
| 1             | <b>Introduction of Office Management:</b> <ul style="list-style-type: none"><li>● Meaning of Office Management</li><li>● Elements of Office Management</li><li>● Process of Office Management</li><li>● Major Functions of Office Management</li><li>● Definition of Office Organisation</li><li>● Functions of an Office Administrators</li><li>● Skills of the Managers</li><li>● Meaning of Record, Record Management, Importance of Office Records, Filing and Indexing</li></ul> | 40%              |
| 2             | <b>Office Layout and Office Communications:</b> <ul style="list-style-type: none"><li>● Principles of Office Layout</li><li>● Types of office Layout</li><li>● Choosing an Office Location</li><li>● Office Furniture &amp; Equipment</li><li>● Importance of Office Communication</li><li>● Process of Communication in Office</li><li>● Barriers to Office Communication</li></ul>  | 40%              |

|   |  |     |
|---|--|-----|
| 3 | <p><b>Practical: Role play, Task, Cases and Presentation:</b></p> <p>The practical work includes: Operation of Office Machines and equipment; Creation of Email accounts and sending emails, online filling of simple forms; Two minute speech on any general/subject related topic to be given to observe oral and non-verbal communication skills, telephone handling.</p> | 20% |
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**Reference Books:**

| Sr. No. | Title  | Author/s                  | Publication                 |
|---------|--|---------------------------|-----------------------------|
| 1       | Commercial Correspondence & Office Management  | R.S.N.Pillai              | S. Chand and Co.            |
| 2       | Manual of Office Management and Correspondence | B.N.Tanon                 | S. Chand and Co.            |
| 3       | Company law and Secretarial practice           | Baig N                    | Sterling Publication        |
| 4       | Office Organization and Management             | R.K. Chopra               | Himalaya publication house. |
| 5       | Office Management                              | Pillai R.S.N and Bagavath | S. Chand and Co             |
| 6       | Office Management Principles and Practice      | P.K. Ghosh                | Sultan Chand & Sons         |

**Vanita Vishram Women's University**  
**School of Commerce and Business Management**  
**Course Code: BT12010**  
**B.B.A. Semester: I**  
**Ability Enhancement Compulsory Course: Environmental Studies – I**  
**Credit: 2 (Theory-1 and Practical-1)**

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**Objectives:**

To help learners to:

- Acquire basic knowledge about the environment and its allied issues
- Know about natural resources and their management and biodiversity and its conservation.
- Develop an attitude of concern for the environment.
- Create Awareness, Knowledge, Attitudes, Skills, Capacity Building and participation for the sustainable and better environment.

**Course Outcomes**

On successful completion of the course, students will be able to:

- Get the knowledge about Earth structure and its environment and ecology
- Understand Biodiversity and its role in human welfare and its conservation
- Learn about various natural resources and their management
- Critically examine all sides of environmental issues and apply understanding from various disciplines such as psychology, law, literature, politics, sociology, philosophy, and religion to create opinions about how to interact with the environment on both a personal and a social level.
- Understand the global character of environmental problems and ways of addressing them, including interactions across local to global scales.

**Course Content:**

| <b>Module</b> | <b>Course Contents</b>   | <b>Weightage</b> |
|---------------|--|------------------|
| <b>(1)</b>    | <b>Introduction of Environment and Ecology</b> <ul style="list-style-type: none"><li>● Concept and Components of environment (Atmosphere, Lithosphere and Hydrosphere)</li><li>● Scope and multidisciplinary nature of environmental studies</li><li>● Concept, structure and function of an ecosystem.</li><li>● Energy flow in an ecosystem: food chains, food webs and ecological pyramids.</li><li>● Case studies of ecosystems: -<ul style="list-style-type: none"><li>(a) Forest ecosystem;</li><li>(b) Grassland ecosystem;</li><li>(c) Desert ecosystem;</li></ul></li></ul> | <b>20%</b>       |

|     |  |     |
|-----|--|-----|
|     | (d) Aquatic ecosystems (ponds, rivers, oceans)   |     |
| (2) | <p><b>Natural Resources: Renewable and Non-renewable Resources</b></p> <ul style="list-style-type: none"> <li>● Land as a resource, land degradation, landslides (natural &amp; man-induced), soil erosion and desertification</li> <li>● Forests &amp; forest resources: Use and over-exploitation, deforestation, case studies.</li> <li>● Impacts of deforestation, mining, dam building on environment, forests, biodiversity and tribal populations.</li> <li>● Water resources: Use and over-exploitation of surface and ground water, floods, drought, conflicts over water (international &amp; inter-state).</li> <li>● Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.</li> <li>● Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies (National solar mission)</li> </ul> | 30% |
| (3) | <p><b>Biodiversity and Conservation</b></p> <ul style="list-style-type: none"> <li>● Introduction — Definition, Biogeographic zones of India</li> <li>● Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational values.</li> <li>● India as a mega-biodiversity nation; Endangered and endemic species of India.</li> <li>● Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts.</li> <li>● Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity and role an individual in conservation of natural resources.</li> </ul>   | 30% |
| (4) | <p><b>Field / practical work: (Assignment/ report submission)</b><br/>Students are required to carry out the following practical work</p> <ul style="list-style-type: none"> <li>● Prepare a list of economically important plants available in or around your organization.</li> <li>● To identify the natural resources of your area/any visited area</li> <li>● To identify the sources of energy used in your area/any visited area</li> </ul>   | 20% |

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|--|--|--|
|  | <ul style="list-style-type: none"> <li>• Case study on Project “Wild Ass”</li> </ul> |  |
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**Reference Books:**

| <b>Sr. No</b> | <b>Title</b>   | <b>Author/s</b>                        | <b>Publication</b>                |
|---------------|--|--|-----------------------------------|
| 1             | Textbook of Environmental Studies for Undergraduate Courses. | Bharucha, E.                           | Universities Press.               |
| 2             | Text Book of Environmental Studies.                          | Asthana, D. K.                         | S Chand Publishing, New Delhi     |
| 3             | Fundamentals of Environmental Studies                        | Basu, M., Xavier, S.                   | Cambridge University Press, India |
| 4             | Ecology, Environment and Resource Conservation.              | Singh, J.S., Singh, S.P. & Gupta, S.R. | Anamaya Publications.             |
| 5             | Conservation Biology for All.                                | Sodhi, N.S. & Ehrlich, P.R.            | Oxford University Press.          |
| 6             | Renewable Energy Resources: Basic Principles and Application | Tiwari, G.N. & Ghosal. M. K.           | Narosa Publishing House.          |



**Vanita Vishram Women's University**  
**School of Commerce and Business Management**  
**Course Code: EN12010**

**B.B.A. Semester: I**

**Ability Enhancement Compulsory Course: Communication Skills in English - I**  
**Credit: 2 (Theory-1 and Practical-1)**

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**Objectives:**

The present course comprises of verbal and non-verbal communication, core communication skills in English as well as practical training. The course imparts a profound understanding to the learners regarding the intricacies and architectonics of communication process. By learning fundamental components of communication skills, this course aims to equip students with the necessary skills to become effective, accurate and successful communicators in English language.

**Course Content:**

| <b>Module</b> | <b>Content</b>  |
|---------------|---|
| 1.            | <b>Introduction to Communication Skills (Theory)</b> <ul style="list-style-type: none"><li>● Communication: Meaning, Process and Types</li><li>● Purpose of Communication</li><li>● Flow/Channels of Communication</li></ul>                    |
| 2.            | <b>Aspects of Communication Skills (Theory)</b> <ul style="list-style-type: none"><li>● Using RESULT Principle in Communication</li><li>● 7 C's and 4 S's of Effective Communication</li><li>● Barriers to Effective Communication</li></ul>    |
| 3.            | <b>Developing Writing Skill (Theory and Practical)</b> <ul style="list-style-type: none"><li>● Paraphrasing</li><li>● Spotting errors</li><li>● Report writing</li></ul>  |
| 4.            | <b>Word-Formation Process (Theory and Practical)</b> <ul style="list-style-type: none"><li>● Synonyms, antonyms, denotative &amp; connotative words, collocation</li><li>● Phonetics</li><li>● Major and minor word-formation devices</li></ul> |

### **Reference Books:**

| <b>Sr. No</b> | <b>Title</b>   | <b>Author/s</b>                      | <b>Publication</b>   |
|---------------|--|--------------------------------------|--|
| 1             | Business Communication   | Urmila Rai and S.M. Rai.             | Himalaya Publishing House.   |
| 2             | Developing Communication Skills  | Krishna Mohan and Meera Banerji.     | Macmillan India Private Ltd.   |
| 3             | Effective Business Communication                                       | Asha S. Kaul                         | Prentice-Hall of India Private Ltd.  |
| 4             | Communication for Business: A Practical Approach.                      | Shirley Taylor.                      | Pearson Education.   |
| 5             | Communication Skills.  | Sunita Mishra et al.                 | Pearson Education  |
| 6             | Technical Communication: Principles and Practice.                      | Meenakshi Raman and Sangeeta Sharma. | Oxford   |
| 7             | Keep Talking: Communicative Fluency (Activities for Language Teaching) | Penny Ur                             | Cambridge University Press   |
| 8             | Effective Communications: Communication Skills.                        | Team FME.                            | <a href="http://www.free-management-ebooks.com">www.free-management-ebooks.com</a> |
| 9             | Communication Skills   | Tara Dixon and Martin O' Hara.       | <a href="http://www.practicebasedlearning.org">www.practicebasedlearning.org</a>   |
| 10            | Advanced Communication Skills.   | MTD Training                         | MTD Training and Ventus Publishing.  |

### **Course Outcomes:**

After completion of the course, the student will be able to-

- ✓ Understand how communication works and master both verbal and non-verbal communication.
- ✓ Understand and acquire active listening and speaking skills.
- ✓ Understand and acquire strategies to overcome barriers in effective communication.
- ✓ Develop strong relationships based on effective interpersonal communication skills.
- ✓ Meet higher standards of professional excellence through Communication Skills in English.
- ✓ Groom their outer personality.
- ✓ Get valuable insights regarding the fundamentals of communication.
- ✓ Understand the difference between verbal and non-verbal communication.

- ✓ Acquire linguistic competence in vocabulary, grammar, pronunciation.
- ✓ Develop communicative ability in LSRW skills, specifically reading and writing.

**Vanita Vishram Women's University**  
**School of Commerce and Business Management**  
**Course Code: BM11020**  
**B.B.A. Semester: I**  
**Core Course: Management Theory & Practices**  
**Credit: 6 (Theory-4 and Practical-2)**

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**Course Objectives**

To help learners to:

- Understand the structure of management from ancient times.
- Explain the Nature of Management.
- Explain the principles of management and its application in organizations.
- Take practical knowledge by visiting the industries and attending the sessions.

**Course Outcomes**

After completion of the course, the student will be able to:

- At the end of the course, the participant should have clear exposure to the functional areas of management and the roles managers assume for managerial performance.
- Know the application of Management and be able to understand the responsibility of managers at different levels.
- Effective use of Coordination and control at the time of decision making.

**COURSE CONTENTS**

| <b>Module</b> | <b>Content</b>  | <b>Weightage</b> |
|---------------|---|------------------|
| 1             | <b>Introduction to Management:</b> <ul style="list-style-type: none"><li>● Concept of Management</li><li>● Management v/s Administration</li><li>● Nature of Management</li><li>● Management as a Art, Science &amp; Profession</li><li>● Functions of Management</li><li>● Roles of Managers in an Organisation</li><li>● Management Responsibilities</li><li>● Fayol's Administrative Management</li><li>● Taylor's Scientific Management</li><li>● Scope of Management</li></ul> | <b>25%</b>       |
| 2             | <b>A. Fundamentals of Planning:</b> <ul style="list-style-type: none"><li>● Concept of Planning</li><li>● Types of Planning</li><li>● Planning Premises</li><li>● Process of Planning</li><li>● Barriers to effective Planning</li></ul>  |                  |

|   |   |            |
|---|---|------------|
|   | <b>B. Decision Making:</b> <ul style="list-style-type: none"> <li>● Concept of Decision and Decision Making</li> <li>● Types of Decisions</li> <li>● Decision-Making Process</li> <li>● Individual v/s Group Decision Making</li> </ul>   | <b>25%</b> |
| 3 | <b>A. Fundamentals of Organising:</b> <ul style="list-style-type: none"> <li>● Concept of Organising</li> <li>● Forms of Organisational Structure</li> <li>● Factors affecting Organisational Structure</li> </ul><br><b>B. Fundamentals of Directing:</b> <ul style="list-style-type: none"> <li>● Meaning, Definition &amp; Features of Directing</li> <li>● Principles of Directing</li> </ul><br><b>C. Fundamentals of Controlling:</b> <ul style="list-style-type: none"> <li>● Meaning, Definition and Process of Controlling</li> <li>● Causes of Resistance to Control</li> </ul> | <b>25%</b> |
| 4 | Case Studies and Presentations  | <b>25%</b> |

**Reference Books:**

| Sr. No. | Title  | Author/s                               | Publication                             |
|---------|--|--|---|
| 1       | Principles of Business Management  | Gupta, Sharma and Bhalla               | Kalyani Publications;<br>1st<br>edition |
| 2       | Principles of Management   | Deepak Kumar                           | Pearson                                 |
| 3       | Principles and Practices of Management   | L. M. Prasad                           | Sultan & Sons<br>Publication            |
| 4       | Management – Leading and Collaborating in the Competitive World                    | Bateman Thomas, Snell Scott            | Tata McGraw-Hill                        |
| 5       | Management and Organisational Behaviour  | Aswathappa Reddy                       | Himalaya Publishing<br>House            |
| 6       | Essentials of Management - An International, Innovation and Leadership Perspective | Harold Koontz , Heinz Weihrich, et al. | McGraw Hill                             |

**Vanita Vishram Women's University**  
**School of Commerce and Business Management**  
**Course Code: BM11010**  
**B.B.A. Semester: I**  
**Core Course: Financial Accounting**  
**Credit: 6 (Theory-4 and Practical-2)**

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**Course Objectives**

To help learners to:

- Comprehend basic accounting concepts and terms.
- Understand the recording of transactions in proper books of accounts.
- Prepare final accounts of Company.
- Understand the concept of Depreciation along with its methods.

**Course Outcomes**

After completion of the course, the student will be able to:

- Apply various conventions and concepts of accounting
- Record transactions appropriately in Books of Accounts
- Prepare Final Accounts of Company
- Will be able to calculate the book value of assets by applying depreciation concepts and methods.

**COURSE CONTENTS**

| <b>Module</b> | <b>Content</b>  | <b>Weightage</b> |
|---------------|---|------------------|
| 1             | <b>Introduction to Financial Accounting:</b> <ul style="list-style-type: none"><li>● Objectives of Accounting</li><li>● Need for Accounting</li><li>● Functions of Accounting</li><li>● Users of Accounting Information</li><li>● Is Accounting a 'Science' or an 'Art'?</li><li>● Accounting and other Discipline</li><li>● Generally Accepted Accounting Principles (GAAP)</li><li>● Types of Accounts</li><li>● Rules of Debit and Credit</li><li>● Basic Accounting Terms</li></ul> | <b>25%</b>       |
| 2             | <b>Recording of Business Transactions:</b> <ul style="list-style-type: none"><li>● Journal Entries</li><li>● Ledger Posting</li><li>● Subsidiary Books</li><li>● Preparation of Trial Balance</li></ul>   | <b>25%</b>       |

|   |  |            |
|---|--|------------|
| 3 | <p><b>Preparation of Company's Final Accounts ( as per Company's Act 2013)</b></p> <ul style="list-style-type: none"> <li>● Meaning of Financial Statements</li> <li>● Objectives of Financial Statements</li> <li>● Proforma and Contents of Financial Statements</li> <li>● Preparation of Financial Statements (Practical)</li> </ul> | <b>25%</b> |
| 4 | <p><b>Depreciation Accounting:</b></p> <ul style="list-style-type: none"> <li>● Introduction</li> <li>● Scope</li> <li>● Methods of Depreciation (Straight Line Method and Reducing Balance Method)</li> </ul>   | <b>25%</b> |

| Sr. No. | Title                        | Author/s                                    | Publication                        |
|---------|------------------------------|---|------------------------------------|
| 1       | Financial Accounting for BBA | S. N. Maheshwari, Sharad K. Maheshwari      | Vikas Publishing                   |
| 2       | Accounting for Management    | Dr. Jawahar Lal                             | Himalaya Publishing House          |
| 3       | Modern Accountancy, Volume I | M Hanif<br>A Mukherjee                      | Mc Graw Hill Education             |
| 4       | Financial Accounting         | S. P. Jain, K. L. Narang                    | Kalyani Publishers                 |
| 5       | Financial Accounting         | Dr. P. C. Tulsian                           | Sultan Chand                       |
| 6       | Financial Accounting         | R. P. Maheshwari, Satish Bhatia, Renu Gupta | International Book House Pvt. Ltd. |