

VANITA VISHRAM WOMEN'S UNIVERSITY
SCHOOL OF COMMERCE AND BUSINESS MANAGEMENT
DEPARTMENT OF BUSINESS MANAGEMENT



VANITA VISHRAM
WOMEN'S UNIVERSITY
— SURAT —

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
HONOURS PROGRAMME
In
Specialization in Finance/Marketing/Human Resource
Management
under Learning Outcomes-based Curriculum Framework (LOCF)
for Under Graduate (UG) Education

SEMESTER 1

Core Courses (CC), Skill Enhancement Courses (SEC),
Generic Elective Courses (GE)

Syllabus applicable to the students of the programme

B.B.A. (Hons.)

w.e.f. the Academic Year 2021-2022

Vanita Vishram Women's University

School of Commerce and Business Management
Course Code: BM11010
B.B.A. (Hons.) Semester: I
Core Course: Financial Accounting
(w.e.f. Academic Year 2021-2022)
Credit: 6 (Theory-4 and Practical-2)

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

Module	Content	Weightage
1	<p>Introduction to Financial Accounting:</p> <ul style="list-style-type: none"> ● Objectives of Accounting ● Need for Accounting ● Functions of Accounting ● Users of Accounting Information ● Is Accounting a ‘Science’ or an ‘Art’? ● Accounting and other Discipline ● Generally Accepted Accounting Principles (GAAP) ● Types of Accounts ● Rules of Debit and Credit ● Basic Accounting Terms 	25%
2	<p>Recording of Business Transactions:</p> <ul style="list-style-type: none"> ● Journal Entries ● Ledger Posting ● Subsidiary Books ● Preparation of Trial Balance 	25%
3	<p>Preparation of Company’s Final Accounts (as per Company’s Act 2013)</p> <ul style="list-style-type: none"> ● Meaning of Financial Statements ● Objectives of Financial Statements ● Proforma and Contents of Financial Statements ● Preparation of Financial Statements (Practical) 	25%

4	Depreciation Accounting: <ul style="list-style-type: none"> ● Introduction ● Scope ● Methods of Depreciation (Straight Line Method and Reducing Balance Method) 	25%
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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 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.

Vanita Vishram Women's University
School of Commerce and Business Management
Course Code: BM11020
B.B.A. (Hons.) Semester: I
Core Course: Management Theory & Practices
(w.e.f. Academic Year 2021-2022)
Credit: 6 (Theory-4 and Practical-2)

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

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

3	<p>A. Fundamentals of Organising:</p> <ul style="list-style-type: none"> ● Concept of Organising ● Forms of Organisational Structure ● Factors affecting Organisational Structure <p>B. Fundamentals of Directing:</p> <ul style="list-style-type: none"> ● Meaning, Definition & Features of Directing ● Principles of Directing <p>C. Fundamentals of Controlling:</p> <ul style="list-style-type: none"> ● Meaning, Definition and Process of Controlling ● Causes of Resistance to Control 	25%
4	Case Studies and Presentations	25%

Reference Books:

Sr. No.	Title	Author/s	Publication
1	Principles of Business Management	Gupta, Sharma and Bhalla	Kalyani Publications; 1st edition
2	Principles of Management	Deepak Kumar	Pearson
3	Principles and Practices of Management	L. M. Prasad	Sultan & Sons 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 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: EN12010

B.B.A. (Hons.) Semester: I

Ability Enhancement Compulsory Course: Communication Skills in English – I

(w.e.f. Academic Year 2021-2022)

Credit: 2 (Theory-1 and Practical-1)

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:

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

Reference Books:

Sr. No.	Title	Author/s	Publication
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.	www.free-management-ebooks.com
9	Communication Skills	Tara Dixon and Martin O' Hara.	www.practicebasedlearning.org
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: BT12010
B.B.A. (Hons.) Semester: I
(w.e.f. Academic Year 2021-2022)
Ability Enhancement Compulsory Course: Environmental Studies – I
Credit: 2 (Theory-1 and Practical-1)

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:

Module	Course Contents	Weightage
(1)	Introduction of Environment and Ecology <ul style="list-style-type: none"> • Concept and Components of environment (Atmosphere, Lithosphere and Hydrosphere) • Scope and multidisciplinary nature of environmental studies • Concept, structure and function of an ecosystem. • Energy flow in an ecosystem: food chains, food webs and ecological pyramids. • Case studies of ecosystems: - <ul style="list-style-type: none"> (a) Forest ecosystem; (b) Grassland ecosystem; (c) Desert ecosystem; (d) Aquatic ecosystems (ponds, rivers, oceans) 	20%
(2)	Natural Resources: Renewable and Non-renewable Resources <ul style="list-style-type: none"> • Land as a resource, land degradation, landslides (natural & man-induced), soil erosion and desertification • Forests & forest resources: Use and over-exploitation, 	30%

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

Reference Books:

Sr. No.	Title	Author/s	Publication
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 & Business Management
Course Code: BM31010
B.B.A. (Hons.) Semester: I
Generic Elective: Micro Economics for Managers
(w.e.f. Academic Year. 2021-22)
Credit: 6

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	A. Introduction to Micro Economics: <ul style="list-style-type: none"> • Meaning • Definition • Characteristics • Role of micro economics in firms. B. Decision Making & Forward Planning: <ul style="list-style-type: none"> • Concept of decision Making & Forward Planning. • Role of Manager in Decision Making & Forward Planning. • Use of micro economics concepts in decision making. 	20%
2	A. Production Function: <ul style="list-style-type: none"> • Meaning • Definition • Types: Short Run, Long Run, B. Concept of cost: <ul style="list-style-type: none"> • Definition • Cost function • Types of cost (short run cost, long run cost, explicit cost, implicit cost, opportunity cost, private and social cost.) • Importance of all the cost in deciding the price. 	20%
3	Managerial Decisions in Competitive Markets: <ul style="list-style-type: none"> • Introduction • Meaning, • Types of Market: Perfect Competition & Imperfect Competition A. Perfect Competition: <ul style="list-style-type: none"> • Meaning • Features of perfect competition • Equilibrium • Price-Output determination under perfect competition B. Monopoly:	25%

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

Reference Books:

Sr. No.	Title	Author/s	Publication
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.
