# RENAISSANCE COLLEGE OF COMMERCE & MANAGEMENT

## New Syllabus - BBA I Semester

### Principles of Management

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| UNIT – I | Definition and Meaning of Management, Functions and Responsibilities of Management, Principles of Management School & Thoughts of Management. |
| UNIT – II | Planning : Process, types and Significance, Planning vs Forecasting Objectives, strategies and Policies, MBO, Decision making: process & Significance. |
| UNIT – III | Organization: Nature and Purpose of organizating. Importance and process of organizing. Departmentation. Organizational structure: Types and relevance. Line and staff relationship. |
| UNIT – IV | Direction: Principles & Techniques, Motivation: types & Significance, Maslow's Need Hierchy, Theory X & Y Motivation. Leadership: Styles and Importance. |
| UNIT – V | Controlling: The system and process of controlling, control techniques. Co-ordination: Meaning, Principles and importance. External and internal Co-ordination. |

### Communication Skills

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| UNIT – I | Definition and Process of communication. Essentials of Effective communication. Barriers to communication. Role of communication in Organizational Effectiveness. |
| UNIT – II | Public Speech – Com Position, Principles, Speech Delivering Skills, Group Discussion Do's and Don'ts of GD's Communication in committees, Seminars and Conference. |
| UNIT – III | Non Verbal Communication: Meaning, Types and Importance. Listening: Difference between Listening and Hearing. |
| UNIT – IV | Drafting of Notices, Agendas, Minutes, Job Application Letters Preparation of Curricular Vitae. |
| UNIT – V | Business Correspondence Essentials of Effective Business Correspondence. Structure of Business Letter Types of Business Letter – Enquiry Reply Orders Complaints Circular Letter. |

### Micro Economics

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| UNIT – I | Introduction to economics. Definitions of economics, Nature and scope of Economics, Significance and Evolution of Micro Economics. Functions of Managerial Economist. |
| UNIT – II | Concept of Law of Demand, Law of Supply, Concept of Market Equilibrium, Elasticity of Demand, Demand Determinants. |
| UNIT – III | Utility Analysis, Marginal Concepts of Utility, Indifference curve Analysis: Assumptions, properties of Indifference curve, Theory of Consumer Surplus. |
| UNIT – IV | Elements of Cost, Factors of Production: Theory of Rent, Theory of Interest, theories of Profit. |
| UNIT – V | National Income: Estimates and Analysis (GNP, NNP, GDP, HDI), Methods of Measurement of National Income. Types of Market Structure. Perfect vs Imperfect Market. Trade Cycles. |

# RENAISSANCE COLLEGE OF COMMERCE & MANAGEMENT

**Business Statistics**

| UNIT – I | Meaning and Definitions of Statistics, Statistical Investigations, Laws of Statistics, scope of Statistics, Limitations of Statistics. |
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| UNIT – II | Collection of Data, Presentation of Data, Frequency Distribution, Primary and Secondary Data. |
| UNIT – III | Measures of Central Tendencies: Mean, Median, Mode, Geometric Mean, Harmonic Mean. |
| UNIT – IV | Measure of Variation: Standard Deviation, Mean Deviation and Skewness. |
| UNIT – V | Correlation analysis Karl Pearson's Co-efficient of Correlation, Spearman's rank correction. Index Numbers. |

**Financial Accounting**

| UNIT – I | Accounting and its place in business and relationship with other financial areas, Double entry system. Book keeping – Meaning, Advantages, Concepts and convections. |
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| UNIT – II | Type of Books of accounts and their preparation, Journal, Ledger, Trial Balance, Depreciation. |
| UNIT – III | Preparation of Final Account: Trading Account, Profit & Loss Account, Balance Sheet. |
| UNIT – IV | Bank Reconciliation Statement, Royalty Accounts, Accounting record in the book of lease & landlord (When royalty is less than & more than minimum rent). |
| UNIT – V | Hire Purchase Accounts: Accounting record in the book of purchase and vendor. |

**Business Mathematics**

| UNIT – I | Introduction to Sets. Forms of Types of set. Venn Diagram. Basic Operations on Set. Union and Intersection of Set. Demorgan's Law for two sets. |
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| UNIT – II | Linear Equations in Two variable, Solution of Linear Equation. Linear Equalities. Solution Set for equalities. Graphical Solution. Quadratic Equations. Root and Coefficient of Quadratic Equations. Relations between Root and Coefficient. |
| UNIT – III | Determinants and Matrices, Matrix-Definition. Types, Basic Operation on Matrices. Transpose of Matrix. Determinants, Minors and Co-factor. Adjoint and Inverse of Matrix. |
| UNIT – IV | Limits, Continuity and Logarithm, Differential Calculus: Differentiations of Algebraic. Exponential and Logarithmic Function (Introductory), Logarithm-Use of Logarithmic formulae. |
| UNIT – V | Calculus Intergral Calculus: Standard formulas on Algebraic. Exponential and Logarithmic Integral. Definite and Indefinite Integral (Introductory). Maxima and Minima Functions. |