New Syllabus - BBA I Semester 2014-15

Managerial Skills

UNIT – I	Introduction to skills & personal skills Importance of competent managers, skills of effective managers, developing self awareness on the issues of emotional intelligence, self learning styles, values, attitude towards change, learning of skills and applications of skills.
UNIT – II	Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity, conceptual blocks, conceptual block bursting. Skills development and application for above areas.
UNIT – III	Building relationship Skills for developing positive interpersonal communication, importance of supportive communication, coaching and counseling, defensiveness and disconfirmation, principles of supportive communications. Personal interview management. Skill analysis and application on above areas.
UNIT – IV	Team building: Developing teams and team work, advantages of team, leading team, team membership. Skill development and skill application.
UNIT – V	Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works. Skills development and skill application on above areas.
UNIT – VI	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing.

Fundamentals of Management

UNIT – I	Management concepts & Evolution: Definition - nature - scope and functions of management. Importance of management, role of manager, management and administration, functional areas of management, POSDCORB-Evolution of management thought - Relevance of management to modern industry, Govt., University, hospital & other institutions.
UNIT – II	Planning : Meaning, features, nature and importance of planning. Procedure, types of planning, Techniques. Elements of planning, principles of planning, planning and control, types of plans. Objectives, MBO.
UNIT – III	Organizing: Nature - purpose - organizational structure - Theories of organization - span of control - Line & staff functions. Authority & Responsibility -centralization and decentralization -delegation of authority.
UNIT – IV	Staffing: Staffing nature and purpose, selection, PA and Career planning
UNIT – V	Directing: Nature of directing - leadership qualities - styles - motivation - morale and discipline.
UNIT – VI	Controlling: The objectives and process of control - Role of information in control- Performance standard – Measurement of performance, remedial act – Integrated control system in an organization. Control techniques.

Economics-1

UNIT – I	Introduction to Economics: Definition, Nature and Scope of Economics. Micro and Macro Economics, Role of Economics in Decision Making.
UNIT – II	Demand Analysis and Supply Analysis: Meaning of Demand, Types of Demand, Law of demand, Determinants of Demand, Demand Function, Elasticity of demand- price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand, Law of Supply, Supply Schedule, Supply Curve, Price elasticity of supply,
UNIT – III	Production Analysis: Production function, Types of Production Function, Law of Returns, Law of variable proportions, Law of Increasing Returns, Law of Constant Returns, Law of Diminishing

	returns, Returns to scale,
UNIT – IV	Cost and Revenue Analysis: Cost concepts, Elements of Cost, Relationship between Production and Cost, Average and Marginal cost curves, Relationship between average and marginal cost, Concept of revenue, Revenue Curve, Relationship between average and marginal revenue,
UNIT – V	Market Structures: Meaning of Market, Classification of markets, Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly Market.
UNIT – VI	International Tread :Balance of Payments, Concepts, Disequilibrium in BOP: Methods of Correction, Tread Barriers and Tread Strategy, Free Trade vs. Protection,

Basic Accounting

UNIT – I	Purpose of Accounting and its. Place in Business, Limitations, Relationship with other Financial Areas. Advantages & Importance.
UNIT – II	Basic Accounting Concepts and convensions : Money Measurement Concept, Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accrual Concept, Conservatism, Materiality Concept, Consistency concept, and accounting convensions
UNIT – III	Accounting Structure : Process of Accounting Journal, Ledger and Trial Balance Errors & their rectification based on Double Entry Book-Keeping System,
UNIT – IV	Bank Reconciliation statement.
UNIT – V	Preparation of Financial Statements : Form and Preparation of Income Statement and Statement of Financial Position, Adjustments.
UNIT – VI	Accounting for Deprecation and its importance in decision making.-Fixed Installment Methods & Reducing Balance Methods.
UNIT- VII	Preparation of final accounts of Joint stock companies and overview of Indian and International accounting standards.

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Information Technology

UNIT – I	**Introduction to Computer**
	Hardware: Input / Output devices, storage devices and memory. Software:System and Application Software, Compilers, Interpreters and Assemblers. Computer Languages: Levels of languages, generation and their features.Generation of Computer (Phases of development of computers). Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system.

	HTML:-Basics of HTML Tags
UNIT – II	**Operating Systems :** DOS: External and Internal Commands and Features. WINDOWS 7: Basic Operations, utilities and features.
UNIT – III	**UNIX:** Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am I, banner, date, kill, etc.).
UNIT – IV	**MS Word 2007**: Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, working with graphics, templates, wizards and sample documents, introduction to mail merge and macros. **MS Access 2007**: Database creation, screen/form design, report generation using wizard
UNIT – V	**MS Excel 2007**: Excel basics, rearranging worksheets, excel formatting tips and techniques, introduction to functions, Excel's chart features, working with graphics, using worksheet as databases, automating "what-if" projects. **MS PowerPoint 2007**: PowerPoint basics, creating presentation the easy way, working with text in PowerPoint, working with graphics in power point
UNIT – VI	**Information Technology**: Introduction to IT and its development, Impact and Future of IT in Business Organisation, Overview of the following: 4 GL, Image processing, Virtual Reality, Video Conferencing, Decision Support System, Expert System, Artificial Intelligence, and Information Super Highways.
UNIT–VII	**TALLY: Basic functions & Overview**