



RENAISSANCE COLLEGE OF COMMERCE & MANAGEMENT

Syllabus - B.B.A. II Semester

Business Communication

UNIT – I	Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feedback,
UNIT – II	Channels of communication, Types of communication, Dimensions of communication, Barriers to communication Verbal, Non-Verbal, Formal, Informal communication.
UNIT – III	Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing.
UNIT – IV	Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing
UNIT – V	Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.
UNIT-VI	Barriers to Effective Communication and ways to overcome them, Listening: Importance of Listening, Types of Listening , Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills,

Human Resource Management

UNIT – I	Introduction: Importance of Human Resource Management – Meaning, Nature and Scope, Functions and Role of HR Manager – Advisory and service function to other department – HRM function planning – objectives and policies, organizing the HRM Department.
UNIT – II	Procurement and Development Functions: Job Analysis, Job description, job specification, recruitment, selection, placement and induction and socialization,
UNIT – III	Training & development. Types and method, job change – career planning, promotion, demotion, transfer, separations.
UNIT – IV	Compensation Function: Job evaluation – Merit rating – Methods' of wage, payment, incentive compensation – Types, advantages, perquisites. Wage system in India – Minimum wage, fair wage, living wage
UNIT – V	Maintenance and Integration Functions: Administration of welfare, amenities & fringe benefits, safety & accident prevention work, environment fatigue safety, accident prevention. Employee grievances and their redressal, suggestion schemes, administration of discipline.
UNIT-VI	Audit and Control Function: Performance appraisal – purpose, factors, methods 360 degree feed back uses and application, human resource accounting.

Economics II

UNIT – I	National Income: Meaning, Definition and importance of Macro Economics – National Income: Meaning, Definitions: National Income, GNP & NNP, GDP & NDP, Personal Income (PI), Disposable Income (Di), Per Capita Income (PCI), Real National Income (RNI)
UNIT – II	Theories of Employment: Classical theory of employment – Say's law of markers – Keynesian theory of employment – Consumption function – APC, MPC, factors influencing consumption function – Investment function – MEC and Rate and Rate of Interest
UNIT – III	Money And Theories Of Money: Meaning, functions and classification of Money- Gresham's law – R.B.I. Classification of Money – M1, M2, M3, M4 Theories of Money – Fisher's quantity theory of Money, Cambridge approach (Marshall, Pigou, Robertson and Keynes).
UNIT – IV	Trade Cycle and Inflation: Trade cycles – Meaning and definition – Phases of a trade cycle – Inflation – Definition – Types of Inflation – Causes and effects of inflation – Measures to control inflation.
UNIT – V	Banking, Stock Market And Insurance: Functions of Commercial banks – The process of credit creation – Concept of Non Banking Finance Companies (NBFCs) –
UNIT-VI	Concept of SEBI Stock Market – Meaning, functions and importance of Stock Market – Primary and Secondary Markets, Concepts of (a) Shares (b) Debentures, Insurance – Types of Insurance – Life Insurance and General Insurance – Functions of the Reserve bank of India – Methods of credit control – Quantitative and Qualitative Methods.



Financial Management

UNIT – I	Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions.
UNIT – II	Analysis and Interpretation of Corporate Final Accounts: Understanding the Parameters of health of Business: Liquidity, Profitability, Solvency and Efficiency through learning computation, analysis and interpretation of various tools of financial analysis Preparation of Cash Flow Statement as per Accounting Standard and its Analysis
UNIT – III	Leverage Analysis: Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage.
UNIT – IV	Investment Decisions: Analysis of Risk and Uncertainty. Concept and Computation of Time Value of Money, DCF and Non DCF methods of Investment Appraisal. Project selection on the basis of Investment Decisions. Valuating Investment Proposals for Decision Making. Capital Rationing
UNIT – V	Management of Working Capital: Concepts, components, Determinants and need of Working Capital. Computation of Working Capital for a Company.

English

(A)	Prose (A.G. Gardiner) 1) On Saying 'Please' 2) On Habits 3) On Courage 4) On Fear 5) On Keyhole Morals.
(B)	Poetry 1) On His Blindness – John Milton 2) It is not Growing Like a Tree – Ben Jonson 3) Elegy Written in a Country Churchyard – Thomas Gray
(C)	English Grammar & Usages
(D)	Concord; Agreement of the verb with its subject, structure of sentence, Element of a series, Active & Passive Voice, Reported Speech
(E)	Paragraph Writing
(F)	Précis-Writing
(G)	Letter & Application – Writing
(H)	Essay Writing

Management Information System

UNIT – I	The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.
UNIT – II	Planning, Implementation and Controlling of Management Information System.
UNIT – III	Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.
UNIT – IV	Managerial Decision Making, characteristics and components of Decision Support System.
UNIT – V	System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.