KADI SARVA VISHWAVIDYALAYA
GANDHINAGAR
(Established Under the State Act of Gujarat, No-21, 2007)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
Choice Based Credit System (CBCS)

<u>Semester Pattern</u>

Syllabus – SEM – I

Sector-23, Gh-6, Gandhinagar, Gujarat (India)
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BBA Semester–I
English (BBA 101)

Rationale:

This syllabus will provide learners to develop their listening, reading, writing and speaking skills in order to understand and use of language. The main objective of this syllabus is to develop comprehension skills, improve vocabulary, develop grammatical ability, and enhance writing skills.

Learning Outcome:

After the subject is taught the students shall have learnt the following:

- Four skills of English
- Independent thinking in English
- Hurdles of language and vocabulary

Subject Code	Subject Title	Teaching Scheme	Exam Scheme				Credit	Total Marks
		Theory + Practical	External Theory		Internal			
			Hrs.	Max. Marks	Max. Marks			
BBA 101	English	4 + 0 = 4	3	70	30		4	100

Chapter	Topic	Wtge	Marks
1	**Unit: I PROSE** 1. Digital India 2. Lemon-Yellow and Fig- *Manohar Malgonkar* 3. Father s Help-*R K Narayan* **Unit: II POETRY** 1. Father Returning Home- Dilip Chitre 2. Stopping by Woods on a Snowy Evening-Robert Frost 3. Leisure-William Henry Davies *Note:* *ONLY PART ONE OF TEXT CONTENT IS IN THE SYLLABUS*	33%	16
2	**Language Work** 1. Reading Comprehension Paragraphs related with general topics. 2. Precise Writing 3. Dialogue Writing	17%	16

		Grammar
		1. Parts of Speech
		    1.1. Noun
		    1.2. Pronoun
		    1.3. Adjective
		    1.4. Verb
		    1.5. Adverb
		    1.6. Preposition
		    1.7. Conjunction
		    1.8. Interjection
		2. Tenses
		    2.1. Formation of various tenses
		    2.2. The use of various tenses
		    2.3. Common errors in the use of tenses
		3. Tenses in Conditional
		    3.1. Formation of conditional tenses
		    3.2. The use of conditional tenses
		    3.3. Common errors in the use of conditional tenses
		4. Modal Auxiliary verbs
		    4.1. Use of 'Be'
		    4.2. Use of 'Do'
		    4.3. Use of 'Have'
		    4.4. Modal auxiliary
		    4.5. Uses of 'Can'
		5. Subject-verb agreement
		    5.1. General understanding of singular and plural subjects
		    5.2. Sentences with subject-verb agreements
		    5.3. Common errors in subject-verb agreements
		6. Articles
		    6.1. The selection of "A" and "An" The use of Indefinite articles
		    6.2. The use of definite article
		    6.3. The repetition of articles
		7. Preposition
		    7.1. Position of preposition
		    7.2. Objects of a preposition
		    7.3. Various conceptions expressed by preposition
		    7.4. Words with appropriate prepositions
		8. Active-Passive Voice
		    8.1 Basic Rules
		    8.2 Omission of the objects
		    8.3 Passive Voice: Transitive Verb: Two Objects
		    8.4 Passive Voice: Preposition
		    8.5 Passive Voice: Imperative Sentences		

3			50%	38

	8.6 Passive Voice: Let		
	8.7 Passive Voice: Infinitive		
	8.8 It is/was time + for + Object + Passive Form		
	9. Word Power		
	9.1 Synonyms & Antonyms		
	9.2 One Word Substitution		
	9.3 Idioms and Phrases		
	Total	**100%**	**70**

References:

1. Murthy, J.D., *Contemporary English Grammar for Scholars and Students*, Book Palace: New Delhi, 2003. Print.
2. Murphy, Raymond, *Elementary English Grammar*, Cambridge University Press: London, 1999. Print.
3. Murphy, Raymond, *Intermediate English Grammar*, Cambridge University Press: London, 1999.Print.
4. Murphy, Raymond, *Advanced English Grammar*, Cambridge University Press: London, 1999.Print.
5. Wren, P.C, H, Martin, *High School English Grammar & Composition,* S. Chand &Company Ltd: New Delhi, 2003.Print.
6. www.britishcouncilonline. org (for grammar and vocabulary references)
7. www.bluebook.com (for grammar references)

BBA Semester–I
Principles of Management - I (BBA 102)

Rationale:

"Management" as a subject holds core and utmost importance as an integral part of a professional course like BBA to the students in order to learn, understand, relate and execute its knowledge to the real world to the extent of its contributing disciplines in order to become a successful entrepreneur, corporate practitioner or an academician.

Learning Outcome:
- The learners shall be able to understand fundamentals of structured and professional dynamics of corporate world
- The learners shall be able to relate the knowledge with real world for better implementation
- The learners shall be able to take advantage of forward integration of other subjects

Subject Code	Subject Title	Teaching Scheme	Exam Scheme				
		Theory + Practical	External Theory		Internal	Credit	Total Marks
			Hrs.	Max. Marks	Max. Marks		
BBA 102	Principles of Management – I	4 + 0 = 4	3	70	30	4	100

Chapter	Topic	Wtge	Marks
1	**Forms of Business:** Meaning and Basic Features, Advantages and Disadvantages of: 1) Sole Proprietorship, 2) Partnership, 3) HUF, 4) Co- Operative Society, 5) Company. Difference between Private Company and Public Company.	20%	14
2	**Introduction to Management:** Meaning and Basic Features of Management, Levels of Management, Skills Possess by A Manager (Managerial Skills) and Process of Management, Management as A Science and An Art. Management as An Emerging Profession. Role of Manager.	20%	14
3	**The Evolution of Management Thought:** Contribution of Scientific Management, Administrative Management, Bureaucratic Management, Human Relation Movement of Elton Mayo, System Approach and Contingency Management.	20%	14

4	**Corporate Social Responsibility And Ethics:** Definition of SR and CSR, Carroll's Global Corporate Social Responsibility Pyramid, Beneficiaries of CSR. Importance of Social Responsibilities in Business. Definition of Ethics, Four levels of Ethical Questions in Business, Tools of Ethics, Factors affecting Business Ethics.	20%	14	
5	**Planning:** Meaning, Feature, Importance, Limitations and Process of Planning. Types of Planning: Strategic and Operational Planning. Meaning of Plan. Single Use and Standing Plan and in Brief Types of Plan	20%	14	
	Total	**100%**	**70**	

References:

1. Principles Of Management - Reddy and Tripathi, Tata McGrawhill Publications
2. Management, James A F Stoner and Others, Pearson Education
3. Management Text and Cases, R. Satya Raju & A. Parthasarathy, Eastern Economy Edition
4. Management, Robert Kreitner & Mamata Mohapatra, Himal Impressions
5. Principles of Management (GTU), Sachin Kulkarni, Tech-max Publication
6. Forms of Business Organization, S P Shah and Others, Mahajan Publication.

BBA Semester – I
Economics – I (BBA 103)

Rationale:

The importance of management education, in the prevailing situation is growing leaps and bounds wherein a subject like Basic Economics at the introductory level is of outmost importance. This is because, the student, after being graduated, has to ultimately work in the industry and hence must know the basic concepts of economics which are seen, applied vehemently in the corporate as well as in the social life. This course encompasses the micro economic concepts and their uses and applications. The macro part shall be covered in semester-II in order to develop a logical link in the understanding of Economics in totality in the minds of the students.

Learning Outcome:

At the end of the subject the students shall have learnt the following:

- Various micro economic concepts and principles used and applied in the daily life.
- Scope of application of various concepts and principles taught.
- Utility of application of the concepts and the principles.

Subject Code	Subject Title	Teaching Scheme	Exam Scheme				Credit	Total Marks
		Theory + Practical	External Theory		Internal			
			Hrs.	Max. Marks	Max. Marks			
BBA 103	Economics – I	4 + 0 = 4	3	70	30		4	100

Chapter	Topic	Wtge	Marks
Introduction to Economics	Definition (Wealth Definition, Welfare Definition, Scarcity Definition & Modern Definition)- Nature and Scope of Economics	20%	14
Microeconomics	Microeconomics: Meaning – Uses – Limitations		
Utility Analysis	Concept of Utility-Types of Utility - Law of Diminishing Marginal Utility-Relationship between Marginal Utility and Total Utility	50%	35
Demand and Law of Demand	Meaning of Demand-Determinants of Demand-Law of Demand- Expansion – Contraction & Increase-Decrease in Demand		
Supply and Law of Supply	Meaning of Supply-Determinants of supply- Law of Supply; Expansion – Contraction & Increase-Decrease in supply		

Price Determination Under Free Market Mechanism	Demand and Supply as determinants of price under Free Market Mechanism – Effect of change in demand/supply on equilibrium price	10%	7
Markets	Defining Market on the basis of geographical location, nature of functions and nature of competition Perfect Competition: Meaning and Characteristics Monopoly: Meaning and Characteristics Monopolistic Competition: Meaning and Characteristics Oligopoly: Meaning and Characteristics	20%	14
Total		**100%**	**70**

References:

1. Principles of Economics, B. M. Mule and Ramakanta Prusty, Mahajan Publications.
2. Principles of Economics, V. Lokanathan, S. Chand Publications.
3. Elementary Economic Theory, K. K. Dewett and J. D. Varma, S. Chand Publications
4. Modern Economic Theory, K. K. Dewett, S. Chand Pubications.

BBA Semester–I
Business Mathematics (BBA 104)

Rationale:

The importance of management education, in the prevailing situation, is growing leaps and bounds wherein a subject like Basic Mathematics at the introductory level is of utmost importance. This is because, the student learning mathematics develops analytical and logical capabilities which are seen applied vehemently in the corporate and well as the social life. This course encompasses the basic concepts of mathematics and their applications required by managers in their day to day operations.

Learning Outcome:

After the subject being taught the student will be able to know:

- The various Mathematical concepts of routine use for managers.
- Scope of application of the various concepts and principles taught.
- Utility of application of the concepts and the principles.
- Utility of application of the concepts and principles for the industry

Subject Code	Subject Title	Teaching Scheme	Exam Scheme				Credit	Total Marks
		Theory + Practical	External Theory		Internal			
			Hrs.	Max. Marks	Max. Marks			
BBA 104	Business Mathematics	4 + 0 = 4	3	70	30		4	100

Chapter	Topic	Wtge	Marks
Arithmetic and Geometric Progression	**Arithmetic Progression**- Definitions, Common Difference, General terms, Summation of n terms, Sum of n Natural Numbers, Sum of squares and cubes of first n natural numbers **Geometric Progression-** Definitions, Common Ratio, General terms, Summation of n terms	20%	14
Set Theory	Sets, types of sets, subject, power set, null set, universal set, equality of two sets, complement of a set, union and intersection of sets, different of two sets, Venn diagram law of algebra of sets, De Morgan Laws, Cartesian product of two sets and number of elements in a finite set.	25%	18
Function	Concepts of a function, domain, co-domain and range of a function, constant functions, real functions, different functions and their graphs - linear function, function in economic theory (demand, supply, consumption, revenue and cost function) equilibrium price.	20%	14

Matrices	Definition; Types Of Matrices; Equality Of Matrices; Matrix Operations-Addition, Product, Transpose. Properties of Square Matrices: Determinant, Minors, Adjoint, Inverse and Orthogonal Matrix	25%	17
Interest	Simple Interest, Compound Interest (reducing balance & flat interest rate), Practical problems	10%	07
Total		**100%**	**70**

References:

1. Business Mathematics, Dr. K. R. Kachot, Mahajan Publication.
2. Mathematics for managers, Raghavan.
3. Business Mathematics, Dr. Amarnath Dikshit and Dr. Jitendra kumar Jain, Himalaya Publishing House.
4. Business Mathematics, J K Singh.
5. Business Mathematics, Padmalochan Hajarica, Himalaya Publication.
6. Business Mathematics, B.S. Shah Publication.
7. Mathematics for MBA Entrance Examinations, R.S Aggrawal, S. Chand Publication
8. Business Mathematics, V. K. Kapoor, Sultan Chand and Sons, New Delhi.

BBA Semester–I
Financial Accounting-I (BBA 105)

Rationale:

Accountants and auditors help to ensure that the Nations firms are run more efficiently, their public records kept more accurately, and their taxes paid properly and on time. They perform these vital functions by offering an increasingly wide array of business and accounting services to their clients. Broadly, these services include public, management, and government accounting, as well as internal auditing. However, students of management are not expected to become accountants in true sense. Yet, the basics of accounting and the functions of an accountant must be well understood by them in order to control, manage and run the firm efficiently. Hence, a subject on Accountancy at the preliminary level is quite important.

Learning Outcome:

At the end of the subject students shall have learnt the following:

- Concepts and principles of accounting
- Record-keeping and classification of business transactions
- Preparing of final account
- Bank reconciliation and rectification of errors

Subject Code	Subject Title	Teaching Scheme	Exam Scheme				
		Theory + Practical	External Theory		Internal	Credit	Total Marks
			Hrs.	Max. Marks	Max. Marks		
BBA 105	Financial Accounting-I	4 + 0 = 4	3	70	30	4	100

Chapter	Topic	Wtge	Marks
Introduction	Definition, objectives, Characteristics, Limitations and Users of Accounting Information	10%	07
Accounting Concepts	Business Entity Dual aspect Going Concern Accounting Period Money Measurement Objectivity Cost Concept Matching Concept Realization Concept Accrual Concept Consistency Concept Disclosure Concept Materiality Concept Conservatism Concept	15%	11

Recording of Transactions	*Accounting Cycle :* Rules of Debit and Credit, Types of Accounts, Journal ,Ledger posting, Subsidiary Books (Purchase, Sales and Returns Books only), and Trial Balance	30%	21
Final Accounts of Sole Proprietorship	Specimen and preparation of Trading Account, Profit & Loss Accounts & Balance Sheet Practical Examples	20 %	14
Bank Reconciliation Statement	Meaning, Reasons for differences between Cash Book and Pass Book, Practical Examples	15%	10
Rectification of Errors	Meaning, Types and Causes of errors, Elementary level examples	10%	7
	Total	**100%**	**70**

References:

1. Tulsian P. C.,"Financial Accounting", Pearson Education, New Delhi.
2. Gupta R.L. and V. K. Gupta.,"Financial Accounting", Sultan Chand & Sons, New Delhi.

BBA Semester-I
Fundamentals of Information Technology (BBA 106)

Rationale:

The importance of management education, in the prevailing situation, is growing leaps and bounds wherein a subject like Basic Computers at the introductory level is of outmost importance. Computer is an indispensable appliance that every person always bases on it. It also helps for business to use computer. You see nowadays it is information technology business. Especially, people usually use computer for daily life from day to day and never feel bored about using it. This age is known as the era of IT business, where every application is linked with computer technologies. The use of computers can make business transactions very accurate, thus keeping a proper record of profit and loss. Computers play a very vital role in education**.**

Learning Outcome:

After the subject being taught the student will be able to know:

*   The various computer concepts and principles used and applied in the daily life.
*   Scope of application of the Ms Office and principles taught.
*   Utility of application of the internet.
*   Knowledge of windows base operating system.

Subject Code	Subject Title	Teaching Scheme	Exam Scheme				
		Theory +Practical	External Theory		Internal	Credit	Total Marks
			Hrs.	Max. Marks	Max. Marks		
BBA 106	Fundamentals of Information Technology	3 + 2 = 5	3	70	30	4	100

Chapter	Topic	Wtge	Marks
Introduction to Computer, Hardware and Software	**Introduction** Application of Computer Characteristics of Computer Block Diagram of Computer **Introduction to H/W** Input Devices: Keyboard, Mouse, Scanner, OCR, OMR, BCR, MICR. Output Devices : Monitor, Printers, Plotter. Storage Devices : HDD, FDD, CDROM, DVD **Introduction to S/W** Types of S/W: Application Software, System Software and Utility Software Difference of H/W & S/W **Introduction to Memory** Types of Memory : Primary & Secondary Memory Classification of RAM Classification of ROM Introduction to Cash Memory and Flash Memory	20%	14
Operating System and Internet	**Operating System** Introduction to OS, Application of OS, Booting- Warm and Cold booting **Windows** Advantages of Windows Windows different terms (Desktop , Icon , Wallpaper, Taskbar, My computer , Network Neighborhood , My document , Recycle bin , Control panel & it's setting , Find , Shutdown, Logoff, Notepad , Paint.) What is internet ,Uses of internet, Types of computer	20%	14
MS-Word	Introduction to MS Word, Applications of MS Word Basic operations (New, open, save, save as, pages setup, print, print preview, undo, redo, find, replace, Header-footer.) Formatting operation (Bold, Italic, Font, paragraph, Bullets-	25%	18

	numbering, Border shading, Change case, Column, Drawing toolbar.) Miscellaneous operation (hyper link , auto text , auto correct , macro , spell – check , drop cap ,mail merge, saving a document with a password , table)		
MS Excel	Introduction To Excel ,Applications of MS Excel ,Concept of workbook, worksheet, workspace, Types of data , Formatting workbook , Conditional formatting , Sorting Data, Data validation , Data filter , Charts , Goal seek , Protecting Worksheet, Pivot table Functions and formulas- 1.Mathematical -,Int, fact, sign, MOD, Power, ABS , sum , sum if 2. Logical - AND, OR, NOT, if 3. Statistical- Min, max, avg, count if 4. Text –Concatenate, find, left, right, trim 5. Lookup- Hlookup, Vlookup 6. Date and Time	25%	17
MS Power Point	Introduction to MS PowerPoint. Applications of Presentation Creating presentation (adding slide , formatting , adding colors , background & shading) Special Features (custom animation, slide transition, slide sorter, inserting sound)	10%	7
	Total	**100%**	**70**

References:
1. Fundamentals of Computers by V. Rajaraman (PHI)
2. PC Software for Windows by TAXALI (TMH)
3. Foundations of Computing by P.K. Sinha (BPB)
4. Computer Science by E BalaguruSwami (TMH)
5. A first course in Computer by Sanjay Saxena, 2003 Edition,.
6. Computer Fundamental – Concept, System and Applications by D.P. Nagpal.
7. Introduction to Computers by Peter Nortans
8. Microsoft Office 2003 in ten simple steps or less by Michael Desmond

KADI SARVA VISHWAVIDYALAYA, GANDHINAGAR

Rules for promotion of all UG/PG programs:

Promotion to	Condition for Promotion
Semester – II	Term of semester – 1 is granted
Semester – III	Term of semester – 1 and 2 are granted
Semester – IV	Pass in all subjects of semester – 1 and Term of semester – 2 and 3 both are granted
Semester – V	Pass in all subjects of semester – 1 & 2 and Term of semester – 3 and 4 both are granted
Semester – VI	Pass in all subjects of semester – 1, 2 & 3 and Term of semester – 4 and 5 both are granted