

GIIT

PROFESSIONAL COLLEGE

(Affiliated to KOLHAN UNIVERSITY, Chaibasa)

STUDENT STUDY HAND - BOOK

(Academic Session: 2016 – 2019)

FOR

**BACHELOR OF BUSINESS ADMINISTRATION
(BBA, Semester - 1)**

(VOCATIONAL COURSES)

COURSE - STRUCTURE

Sem.	Name of Papers	Type of Paper	Internal	External	Full Marks	Pass (%) Marks	Credit	
I	101-Principles of Management	Theory	30	70	100	45	4	
	102-Introduction to Business Accounting	Theory	30	70	100	45	4	
	103-Business Communication	Theory	30	70	100	45	4	
	104-Fundamentals of Computer Application with Lab	Theory	30	70	100	45	4	
	105-Business Economics	Theory	30	70	100	45	4	
II	106-Organisational Behaviour	Theory	30	70	100	45	4	
	107-Environmental Science	Theory	30	70	100	45	4	
	108-Business Statistics	Theory	30	70	100	45	4	
	109-Introduction to Marketing	Theory	30	70	100	45	4	
	110-Business Ethics	Theory	30	70	100	45	4	
III	201-Human Resource Management	Theory	30	70	100	45	4	
	202-Legal aspects of Business	Theory	30	70	100	45	4	
	203-Basics of Cost Accounting	Theory	30	70	100	45	4	
	204-Indian Economy	Theory	30	70	100	45	4	
	205-Personality Development & Communication Skills	Theory	30	70	100	45	4	
IV	206-Research Methodology	Theory	30	70	100	45	4	
	207-Management Information System	Theory	30	70	100	45	4	
	208-Basics of Management Accounting	Theory	30	70	100	45	4	
	209-Fundamentals of Operations Research	Theory	30	70	100	45	4	
	210-Taxation	Theory	30	70	100	45	4	
V	301-Strategic Management	Theory	30	70	100	45	4	
	302-Financial Management	Theory	30	70	100	45	4	
	303-Fundamentals of International Business	Theory	30	70	100	45	4	
	304-Elective-I	Theory	30	70	100	45	4	
	305-Project & Viva	Theory	30	70	100	45	4	
VI	306-Project Management	Theory	30	70	100	45	4	
	307-Entrepreneurship Development	Theory	30	70	100	45	4	
	308-Talent and Knowledge Management	Theory	30	70	100	45	4	
	309-E-commerce	Theory	30	70	100	45	4	
	310-Elective-II	Theory	30	70	100	45	4	
List of Electives:					Total Marks	3000	Total Credit	120
In Elective-I select any one subject from the group of subjects in Elective I and in Elective-II select any one subject from Elective II out of the following groups:								
<u>MARKETING SPECIALIZATION</u>								
(Elective-I) 1. Fundamentals of buying behaviour								
(Elective-II) 2. International Marketing OR Creative Advertising & Sales								
<u>FINANCE SPECIALIZATION</u>								
(Elective-I) 1. Banking Concepts & Practice								
(Elective-II) 2. Securities & Securities Analysis OR International Finance								
<u>HUMAN RESOURCE SPECIALIZATION</u>								
(Elective-I) 1. Manpower Planning								
(Elective-II) 2. Industrial Relation OR Industrial & Labour Legislation								

COURSE SYLLABUS AND BOOK LIST		Semester - I
Paper Cd/Name	Syllabus	Text and Reference Book
<p>BBA101</p> <hr/> <p>Principles of Management</p>	<p>Unit 1 :Introduction to Management Definition, Nature, Role of Managers, Managerial skills and Levels, Basic Functions of Management, Management as an Art, Science or Profession</p> <p>Unit 2: Evolution of Management Theory Scientific Management F.W. Taylor, Henry L Gantt, Frank and Lillian Gilbreth, Theory of Henry Fayol, Fayol's vs Taylor's comparison. Behavioral Model of Management(Hawthorne studies), Modern Theories of Management (Systems Management School,Situational Approach School)</p> <p>Unit 3: Planning Definition, Nature, Importance, Types of Planning, Steps in Planning, Planning Premises. Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making</p> <p>Organising: Concept, Definition, Formal & Informal Organisation, Organisational Structure (Functional Organisation, Product/ Market Organisation & Matrix Structure), Span of Management, Delegation of authority.</p> <p>Unit 4: Staffing Definition, Factors affecting Staffing—The External and Internal Environment Identification of Job Requirements, Job Design, Recruitment, Selection (process and limitations of Selection Process), Nature and importance of Staffing</p> <p>Unit 5: Motivating and Leading Meaning, Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, X, Y and Z; Leadership – meaning and importance; Traits of a leader; Leadership Styles.</p> <p>Unit 6 Controlling: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.</p>	<p>TEXT BOOKS :</p> <ol style="list-style-type: none"> 1) Stoner, Freeman and Gilbert, Management (Prentice Hall of India: New Delhi) 2) Principles & Practices of Management, Haynes, W., New Central Book Agency, Calcutta. <p>REFERENCE BOOKS:</p> <ol style="list-style-type: none"> 1) Koontz, H. and Wehrich, H, Essentials Of Management (Tata McGraw Hill: New Delhi) 2) Bose, D. Chandra, Principles of Management and Administration, (Prentice Hall India: New Delhi)
<p>BBA102</p> <hr/> <p>Introduction to Business Accounting</p>	<p>Unit 1: Accounting Principles & Processes Basics of Accounting, Accounting Mechanics- Double Entry System, Classification, Rules of Debit and Credit, Meaning of Accounting Principles. Journal, Ledger and Trial Balance, sub division of Journal, Ledger Meaning, sub-division, Mechanics of Posting, balancing ledger accounts Cash Book and subsidiary books of Accounting, Kinds of Cash Bank, Purchase day book, Sales day Book, Bills Receivable Book, Bills payable Book.</p> <p>Unit 2: Final Account Final Account including adjustments, Trading Account, Profits & loss Account, Adjustments, Balance Sheet, Assets & their classification, liabilities and their classification, uses & limitations.</p> <p>Unit 3: Depreciation Meaning, Determinant factors, Methods & Significance.</p> <p>Unit 4: Basic concepts of hire purchase and Instalments.</p> <p>Unit 5: Company Accounts Issue of Shares, Debentures, Forfeiture and reissue of shares</p>	<p>Text Books:</p> <ol style="list-style-type: none"> 1) An Introduction to Accounting Principles & Practices. Goyal & Goyal <p>REFERENCE BOOK:</p> <ol style="list-style-type: none"> 1) An Introduction to Accountancy, Eighth Edition, Maheshwari, S.N. and S. K. Maheshwari; Vikas Publishing House, 2003. 2) Financial Accounting: Fundamentals, Gupta, R.L. and V.K. Gupta, Sultan Chand Publishers, 2003. 3) An Introduction to Financial Accounting, First Edition, Monga, J. R. , Mayoor, Paperbacks, 2005. 4) S.A Siddiqui-Comprehensive Accounting 5) Financial Accounting, Eighteenth Edition, Monga, J.R. & Girish Ahuja, Mayoor, Paper Backs, 2003.

COURSE SYLLABUS AND BOOK LIST		Semester - I
Paper Cd/Name	Syllabus	Text and Reference Book
BBA103 Business Communication	<p>Unit 1: Introduction to Communication Meaning and Definition, Process, Functions, Objectives, Importance, Essentials of good communication barriers, overcoming communication barriers</p> <p>Unit 2: Types of Communication Written, Oral, Face-to-Face, Silence - Merits and limitations of each type Oral Communication Meaning, Nature and scope, Principles of effective oral communication, Techniques of effective speech, Media of oral communication The art of listening, Principles of good listening, Listening on the job: Definition, levels and types of listening, Listening barriers for effective listening</p> <p>Unit 3: Business Letters Need and functions of business letters, Planning & layout of business letter, Kinds of business letters, Essentials of effective correspondence,</p> <p>Unit 4: Drafting of business letters Enquiries and replies, Placing and fulfilling orders, Complaints and follow-up Sales letters, Circular letters, Application for employment and resume, Report writing - Notices, Agenda and Minutes of the Meetings - Memos</p> <p>Unit 5: Application of Communication Skills Group Decision-Making, Conflict and Negotiations, Presentation and Interviews, Speeches-Customer Care/Customers Relations Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).</p> <p>Unit 6: Non-verbal communication Definition, Importance, inevitability, Kinetics, Body movements, facial expressions, posture, Eye Contact, etc</p> <p>Unit 7: Communication with outside world Letter Writing- Types of letters, Report Writing-Types of Reports, Need for writing effective reports.</p>	<p>TEXT BOOKS :</p> <ol style="list-style-type: none"> 1) College Hand Book 2) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi. <p>REFERENCE BOOK:</p> <ol style="list-style-type: none"> 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi. 2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay. 3) Essentials of Business Communication - Rajendra Pal and J. S. Korhalli – Sultan Chand & Sons, New Delhi. 4) Business Communication (Principles, Methods and Techniques) Nirmal Singh – Deep & Deep Publications Pvt. Ltd., New Delhi. 5) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade, Diamond Publications, Pune. 6) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited, New Delhi.
BBA104 Fundamental of Computer Application	<p>Unit 1-Basics of Computer and its evolution Evolution of computer, Data and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software, Human ware and Firmware), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers Types of software (System and Application), Compiler and Interpreter, Generation of language (Machine Level, Assembly, High Level, 4GL)</p> <p>Unit 2- Input and Output Devices, Computer Memory: Primary Memory (ROM and it's type – PROM, EPROM, EEPROM, RAM), Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it's type (CD ROM, CD ROM-R, CD ROMEO, DVD ROM Flash Memory</p> <p>Unit 3-Operating System Concept: Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Dos – History, Files and Directories, Internal and External Commands, Batch Files</p>	<p>TEXT BOOKS :</p> <ol style="list-style-type: none"> 1) College Hand Book <p>REFERENCE BOOK:</p> <ol style="list-style-type: none"> 1) Leon and Leon; Introduction to Information Technology, Leon Tech World. 2) Sinha, Kr. Pradeep and Preeti Sinha; Foundations of Computing, BPB Publication. 3) Microsoft Office-2000 Complete- BPB Publication. 4) Jain, V.K.; Computers and Beginners

COURSE SYLLABUS AND BOOK LIST		Semester - I
Paper Cd/Name	Syllabus	Text and Reference Book
BBA104 Fundamental of Computer Application	<p>Unit 4- Editors and Word Processors 5 Basic Concepts: MS-Word, Introduction to desktop publishing Spreadsheets and Database packages: Purpose, usage, commands - MS-Excel Creation of files in MS-Access, MS -PowerPoint</p> <p>Unit 5-Concept of Data Communication and Networking: Networking Concepts, Types of networking (LAN, MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, and Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies</p> <p style="text-align: center;">COMPUTER LAB</p> <p>Lab would be based on the following topics:</p> <ol style="list-style-type: none"> 1. Introduction to GUI using Windows Operating System 2. Introduction to MS-Word: Introduction to Word Processing, it's Features, Formatting Documents, Paragraph formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc. 3. Introduction to Spreadsheets and Database packages: Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc. Creation of files in MS-Access, MS -PowerPoint 	
BBA105 Business Economics	<p>Unit 1 Nature and scope of Business Economics: Meaning and Characteristics, Scope of Micro and Macro Economics Purpose of Managerial Economics in Business Decision Making</p> <p>Unit 2 Theory of Consumer Behavior: Cardinal Utility Theory (assumptions, law of diminishing marginal utility, law of equimarginal utility, consumer's equilibrium, derivation of demand curve), Ordinal Utility Theory (assumptions, meaning and properties of indifference curve, marginal rate of substitution, consumer's equilibrium, income & substitution effects of normal goods under Hicksian approach), Revealed preference theory</p> <p>Unit 3 Demand: Law of Demand-Demand Curve, Movement vs Shift of the Demand Curve, Determinants of Demand, Elasticity of Demand (Types-price, income and cross elasticity, Measurement of elasticity of demand)</p> <p>Demand Forecasting: Purpose, Techniques (survey method, statistical method-trend fitting, econometric regression method) Supply & Law of Supply</p> <p>Unit 4 Theory of Production: Production Function (meaning), Law of Diminishing Returns, Three stages of Production in Short Run, Producer's Equilibrium in Long Run, Law of Returns to Scale</p> <p>Unit 5 Theory of Cost: Types, Short Run Cost Curves, Long Run Average Cost Curve, Economies and Diseconomies of scale</p> <p>Concept of Revenue: Total, Average and Marginal Revenue</p> <p>Unit 6 Market Structure: Perfect Competition (features of pure and perfect competition, determination of price, short and long run equilibrium of a firm, shut down point and its significance), Monopoly(features, causes, short run equilibrium of a firm, concept & conditions of Price Discrimination, Third degree price discrimination), Monopolistic Competition (features, shortand long run equilibrium of a firm)</p>	<p>Text Books:</p> <ol style="list-style-type: none"> 1) Business Economics, H.L.Ahuja, S Chand & Co. <p>REFERENCE BOOK:</p> <ol style="list-style-type: none"> 1) Dwivedi, D. N, Managerial Economics (Vikas Publishing House: New Delhi) 2) Varshney & Maheshwari, Managerial Economics (Sultan Chand & Sons: New Delhi) 3) Microeconomics for Management Students, Dholakia &Oza, (Oxford University, Press: New Delhi) 4) Managerial Economics-Udipto Roy(Asian Book: Kolkata 5) Samuelson,N., Economics (Tata-McGraw Hill: New Delhi)