

First Semester Curriculum BBA (Full Time) 3 Yrs. Program of D.A.V.V., Indore For Affiliated Institutions

Semester I

BB-101 Managerial skills

BB-102 Fundamentals of Management

BB-103 Economics-1

BB-104 Basic Accounting

BB-105 Hindi

BB-106 Information Technology

Managerial Skills BB 101

Objective: To offer exposure of essential managerial skills to students and developing these skills in the students.

Scheme: Internal evaluation shall be of 20 marks. Internal- 10 marks for written test (Best of 2 out of 3), 10 marks will be for Project/Assignment/Presentation/Case Study. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Syllabus 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.

Text Books

1. V.S.P.Rao **Managerial Skills** Excel Books,2010, New Delhi
2. David A Whetten, Cameron **Developing Management skills**, PHI 2008
3. Ramnik Kapoor **Managerial Skills** PathMakers ,Banglore
4. Kevin Gallagher, **Skills development for Business and Management**

Students, Oxford, 2010

5. Monipally, Mutthukutty **Business Communication Strategies** Tata McGraw Hill. 1e

Reference Books

1. Krishnamohan & Meera Banerjee, 1998. Developing Communication Skills, New Delhi: McMillan India Ltd.
2. Ragendra Pal & Korlahali J.S. 1996. Essentials of Business Communication, New Delhi: 1996: Sultan Chand & Sons.

Fundamentals of Management BB 102

Objective: To familiarize the student with the concepts and principles and functions of management and the recent developments in management practice.

Scheme: 20 marks for internal evaluation. Internal- 10 marks for written test (Best of 2 out of 3), 10 marks will be for Project/Assignment/Presentation/Case Study End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions

Syllabus

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.

Text Books

1. Koontz, Weihrich **Essentials for Management :An International Perspective** TMH8e
2. V S P Rao & Hari Krishna **Management text and cases** Excel Books, New Delhi
3. Kreitner, **Management Theory and Applications**, Cengage Learning, India, 2009
4. Robbins, **Management**, 9th edition Pearson Education, 2008,

Suggested Readings

1. Parag Diwan **Management principles and practice**, Excel Books, New Delhi
2. Anil Bhat & Arya Kumar **Principles Processes and Practices** 1st E 2008 Oxford
3. Satyaraju & Parthsarthy, **Management Text and Cases**, PHI Learning, 2009
4. Kanishka Bedi, **Management and Entrepreneurship**, 1st Edition 2009 Oxford

Economics-1

Objective: To impart understanding of micro economic concepts.

Scheme: 20 marks for internal evaluation. Internal- 10 marks for written test (Best of 2

out of 3), 10 marks will be for Project/Assignment/Presentation/Case Study End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions .

Syllabus

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,

Text Books

1. Samuelson & W.D. Nordhaus –**Economics** 18 eTata MacGraw Hill
2. D.N.Dwivedi, **Managerial Economics**, Vikas Publications, New Delhi –
3. S K Agarwala **Microeconomics** - Excel Books
4. Atmanand **Managerial Economics** Excel Books, New Delhi
5. Henderson **Microeconomic Theory: A Mathematical Approach**, 3eTata Mac Graw Hill

Basic Accounting BB 104

Objective: To familiarize and develop an understanding of accounting concepts for effective recording of business operations of an entity with special reference to corporate form of business organization.

Scheme: The faculty member will award internal marks out of 20 (10 for Tests and 10 for project) The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will have 3 theory questions out of which students will be required to attempt any 2 questions. Section B carrying 60 marks will contain five practical/numerical problem(s), out of which a candidate is required to attempt any three.

Syllabus

Detailed Contents :

Unit I Purpose of Accounting and its. Place in Business, Limitations, Relationship with other Financial Areas. Advantages & Importance.

Unit II:Basic Accounting Concepts and conventions : Money Measurement Concept, Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accrual Concept, Conservatism, Materiality Concept, Consistency concept, and accounting conventions

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 Depreciation 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.

Text Books:

1. Agrawal,Srinivasan **Accounting Made Easy** 1e Tata McGraw Hill
2. Sudhindra Bhat **Management Accounting** Excel Books, New Delhi
3. S.N. Maheshwari, **Introduction to Accountancy**, Vikas Pub Edition, 2009
4. Nitin Balwani **Accounting and Finance for Managers**, Excel Books, New Delhi
5. N.Ramchandran, Kakani, **Financial Accounting for Management**, TMH, 2008
6. Jain & Jain **Accounting for Manager**, PathMaker, Banglore

Reference Books:

1. Paresh Shah, Basic Financial Accounting for Management, New Delhi, Oxford University Press, 2008.
2. Banerjee, Financial Accounting, PHI, 2009.
3. John Wild, Financial Accounting Information for Decisions, New Delhi, Tata-Mac Graw-Hill, 2008
4. S.N. Maheshwari and S. K. Maheshwari, A Text Book of Accounting for Management, New Delhi, Vikas Publishing House, 10th Edition, 2009
5. Louderback, Managerial Accounting 10th edition, Cengage Learning,India
6. S.K. Bhattacharyya, Accounting for Managers,Reprint 2009, Vikas Publishing House Pvt. Ltd.

Information Technology BB 106

Objective: objective of course is to offer understanding of basics IT application in day to day running of business.

Scheme: There shall be internal evaluation of 10 marks and practical examination for 20 marks. There shall be external examination for 70 marks in the paper. Internal shall be evaluated on the basis of test and assignment.

Syllabus

Unit 1. 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-2. Operating Systems

DOS: External and Internal Commands and Features.

WINDOWS 7: Basic Operations, utilities and features.

Unit 3. 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 4. 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 5. 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-6 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 7 TALLY: Basic functions & Overview

Text Readings

1. Balagurusamy **Fundamentals of Computer** 1e, Tata MacGrawHill
2. Deepak Bharihoke **Fundamentals of Information Technology** Excel books
3. Manish Mahajan **IT Infrastructure & Management** Acme learning
5. Rashi Agarwal **Computer Organisation and Design**, Acme learning

Curriculum

BBA (HA) 3 Yrs. Program of D.A.V.V., Indore

For

Affiliated Institutions

SEMESTER-I

CURRICULUM

1. HINDI

2. BUSINESS MATHEMATICS

3. COMPUTER APPLICATIONS -I

4. INTRODUCTION TO MANAGEMENT

5. INTRODUCTION TO PHYSIOLOGY

6. INTRODUCTION TO HUMAN ANATOMY

7. INTRODUCTION TO BIO-CHEMISTRY

8. SOCIAL PSYCHOLOG

Ist Semester

BUSINESS MATHEMATICS

Course Objectives: The objectives of the course are to enable students to learn and to have a good working practice of mathematical tools for taking appropriate decisions in managerial situations

Examinations

The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Content:

1. Number Systems.
2. Set, Relations and Functions.
3. Series and Sequence, A P, G. P, and H.P.
4. Compounding and Discounting, Annuity

5.MATRIX AND DETERMINANT:- Concept of Matrix and Determinant. Algebra of matrices and determinants, Inverse of matrix, Rank of matrix, Managerial applications and Input-Output analysis

6.DIFFERENTIAL CALCULAS :- Variables, Constants, Functions, Concept of limit and continuity, Derivatives, Algebra of derivatives, Derivatives of composite functions, Higher order derivatives, Application of derivatives in maxima and minima. (Numerical upto Second order Derivatives only.)

7.INTEGRAL CALCULAS:- Elementary integration, Standard form, Integration by substitution, Integration by parts, Integration of Rational fractions and Integration by partial fractions, Concept of definite integral, Length of the curve and Area bounded by curve (simple cases). Calculation of Consumer's surplus and Producer's surplus.

Text Reading:

1. RS Bhardwaj, **Mathematics for Economics and Business**,2010,Excel Books,
2. J.K. Sharma, **Discrete Mathematics** 2Edi, Indian Macmillan Publishers
3. J.K. Singh **Business Mathematics**, 2009,Himalaya Publishing House

Ist Semester

COMPUTER APPLICATIONS – I

Course Objectives The objectives of the course are to introduce the students, the concepts of computer hardware and software and to acquaint them with IT Tools.

Examinations

The faculty member will award marks out of a maximum of 20 marks (10 marks are for the internal performance of the Student and 10 Marks are for viva-voce).. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Contents:

1. Introduction to Computer

Hardware: Input / Output devices, storage devices and memory.

Software: System and Application Software, Compilers, Interpreters & 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

2. Operating Systems

DOS: External and Internal Commands and Features.

WINDOWS 7: Basic Operations, utilities and features.

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.).

3. Application Software (MS-Office 2007)

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 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

MS Access 2007: Database creation, screen/form design, report generation using wizard

Text Readings:

1. Dhiraj Sharma, **Foundation of IT**, Excel Books New Delhi– 2009
2. Nikuj Sharma, **Fundamentals Of Computers**,2010,Parshwa Publications,
3. Sibsankar Haldar-Operating Systems-(Indian Original)Pearson Education
4. William Stallings-Operating Systems,6e-(Indian Reprint)Pearson Education
5. Deepak Bharihoke , **"Fundamentals of Information Technology"**, Excel Books
- 6 Haldar,**Operating Systems**, Pearson Education, New Delhi– 2009
7. Sumitabha Das, "Unix Concepts and Applications", Tata McGraw Hill

Ist Semester

INTRODUCTION TO MANAGEMENT

Course Objective:

Objective of this course is to help the students gain understanding the functions and responsibilities of the manager, provide them tolls and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.

Examination

The faculty member will award marks out of a maximum of 20 marks for the internal performance of the student. The semester examination will be worth 80 marks. It will have two sections A and B. Section A, worth 60 marks will consist of five theory questions, out of which students will be required to attempt any three questions, and Section B will comprise of one or more case(s), worth 20 marks

Course Content:

1 Concept of Management: Functions and Responsibilities of Managers, fayol's Principles of management, Management thought; the Classical School, The Human Relations School, Systems theory, Contingency Management
Developing Excellent Managers.

2 Planning: Nature and purpose of planning process, principles of Planning, Types of planning, Advantages and Limitation of planning.

3 Concept and Nature of Objectives: Types of Objectives, Importance of Objectives, Setting objectives, Management by Objective (MBO) benefits and weaknesses of MBO.

4 Strategies and Policies: Concept of Corporate Strategy, formulation of strategy, Types of strategies, Types of policies, principles of formulation of policies, Decision Making Process, Individual Decision Making Models.

5 Organizing: Nature and Purpose of Organizing, Bases of Departmentation, Span Relationship, Line Staff Conflict, Bases of Delegation, Kind of Delegation and Decentralization, methods of Decentralization.

6 Controlling: Concept and Process of Control, Control Techniques. Human Aspects of Control, Control as a feed back system, feed forward Control, Preventive Control, Profit and loss Control, Control through Return on investment, the use of Computer of Controlling & Decision making, the challenges created by IT a Control tool.

Text Readings:

4. Stephen Robbins, Decenzo, **Fundamentals of Management**, Pearson Edu., 2009
5. Sengupta, Bhattacharya, **Management & OB**, Parshwa Publication, 2010, New Delhi
6. V S P Rao, **Management**, 1st edition, Excel Books New Delhi Reprint 2009
7. Kreitner, **Management Theory and Applications**, Cengage Learning, India, 2009
8. Lallan Prasad, **Management Principles & Practices**, Parshwa, 2010, New Delhi

Ist Semester

INTRODUCTION TO PHYSIOLOGY

Course Objectives : The objectives of the course are to enable students to learn and to have a good understanding of Human Physiology, as is necessary for Hospital Administrators.

Examinations

The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Content:

- Physiology with special reference to Human Body.
- Principles of bio-physics as applicable to the human body .
- Excitable Tissue –Nerve and Muscle.
- Composition of blood, blood groups in human, Coagulation, oxygen and carbon dioxide transport.
- Acid base balance and temperature regulation in Human.
- Circulatory System with special reference to Cardiac Cycle, Blood Pressure and ECG.
- Respiration and its Physiology with regards to its clinical application, diseases of respiration, artificial ventilation.
- Physiology of Gastro intestinal system, & its applied aspects, along with physiology of liver & pancreas .
- Gross physiology of Endocrine system & its applied clinical aspects, mechanism of action of various hormones and their role in controlling body activities, hypo and hyper secretion and its consequences

- Nervous system in human body CNS, Autonomic Sympathetic & Parasympathetic and their applied physiology.
- Physiology of reproduction in humans. Reproductive development in human beings,
- Function of placenta in human
- Vision ,Hearing and other receptors.

Text Readings:

1. Elaine N Marieb-**Essentials of Human Anatomy & hysiology**,8e(Indian Reprint)Pearson Education
2. Elaine N Marieb-**Human Anatomy & Physiology(With Atlas)**,6e(Indian Reprint)Pearson Education
3. Colbert,**Anatomy & Physiology for Health Proffessionals**, Addison Wesley
4. C.C. Chatterjee, **Human Physiology**, Medical Allied Agency.
5. Arthur C Guyton, **Text book of Medical Physiology**, Prism Books
6. J.H. Green, **An Introduction To Human Physiology**, Oxford

Ist Semester

INTRODUCTION TO HUMAN ANATOMY

Course Objectives : The objectives of the course are to enable students to learn and have a good understanding of Human Anatomy as is necessary to understand human body organization and for further understanding of medical subjects as Hospital Administrators.

Examinations

The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Content:

Technical word/terminology synthesis & analysis, Applied Anatomy need be emphasized with following sections of the syllabus:

General Anatomy: Introduction and Anatomical terms,

Osteology-Major Bones, Joints-types and structure of synovial joints like Hip,Knee,Shoulder Joints , Muscles---major muscles of upper and lower limbs

Nervous Systems----central and peripheral nervous system including A.N.S

Skin : Structure and function

Head and Neck,Brain and spinal cord (major topics)

Upper limbs-- Clavicle, Scapula, Humerus , Breast ,Brachial Plexus, **Arm,:** Radius and Ulna,

Lower limbs : Hip bone, Femur, Patella, Tibia, Fibula, muscles of lower limb

Thorax: Sternum and Ribs, Vertebral column; lungs, Pleura, , Pericardium ,Blood Supply of Heart, Heart Structure, mediastinum

Abdomen and Pelvis

Sacrum, Anterior abdominal wall, Inguinal region, peritoneum, Spleen, Oesophagus, Stomach, Small Intestines, Liver and Pancreas, and Kidney, Ureters, Diaphragm and Posterior wall of Abdomen.

Male External and Internal Genital Organs Ductus deference , Seminal vesicles ,Prostate Glands, Pelvis, Pelvic Peritoneum,

Female-External and Internal genital Organs --- Ovaries, Uterine tubes and Uterus, Urinary bladder, , Male and Female Urethra, Uterus , Rectum and Anal canal, pelvic Vessels Nerves, Muscles

Text Readings:

- 1.Essentials of Human Anatomy I B Singh Jaypee Bros.
2. B.D.Chaurasia Human anatomy
- 3 Marieb-**Essentials of Human Anatomy & Physiology**-Pearson Education, 2009
- 4.Marieb-**Human Anatomy & Physiology**-Pearson Education, 2009

Ist Semester

INTRODUCTION TO BIO-CHEMISTRY

Course Objectives : The objectives of the course are to enable students to learn and to have a good understanding of Bio-Chemistry, as is necessary for Hospital Administrators

Examinations

The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Contents:

Human biochemistry with emphasis on the applied aspects of bio-chemical processes in conditions of health and disease.

Structure & functions of Carbohydrates, Lipids, Amino acids, Proteins and Nucleic acids. Electrolytes homeostasis & normal ranges

Hormones , Classification of Hormones Types of enzymes, Mechanism of enzyme action, Immunoglobulins and immunity, Vitamins and co-enzymes-- **Biosynthesis**

and functions

Malnutrition disorders related to Carbohydrates, Fats, Proteins & Vitamins, Electrolyte imbalance

Biochemical examination of sample of body fluids etc

General aspects of the metabolic basis of diseases.

Biochemical Lab tests, profiles and equipment used therein

Text Readings:

- 1Robert K Murray, Daryl K.Granner, **Harper's Biochemistry**,PHI International Inc.
- 2Praful B. Godkar ,**Clinical Biochemistry**, Bhalani Publishing House.
- 3.Boyer,**Modern Biochemistry**- Pearson Education, 2009
- 4.Matthews,**Biochemistry**- Pearson Education, 2009
- 5 Dash ,**Textbook of Biophysical Chemistry**, Indian , Macmillan Publishers

Ist Semester

SOCIAL PSYCHOLOGY

Objective: The Objective if the course is to make students aware of basic aspects of general Psychology & Sociology.

Examinations: The faculty member will award marks out of a maximum of 20 marks for the internal performance of the student. The semester examination will be worth 80 marks. It will have two sections A and B. Section A, worth 60 marks will consist of five theory questions, out of which students will be required to attempt any three questions,

and Section B will comprise of one or more case(s), worth 20 marks

Course Contents:

1. Social and Industrial Psychology: Definition, Nature and Background.
2. Social Perception: Non-Verbal Communication, theories of Attribution, Impression formation and impression management.
- 3 Social Identity: Self Concept, Self-esteem, Self-efficacy, Self-monitoring and selffocusing.
4. Social Influence: Conformity, Compliance and Obedience.
5. Understanding Groups

Text Books

1. Robert A. Baron **Social Psychology** 12th Edi 2009Baron -Pearson Education, DeLamater,Textbook of Social Psychology 1st2008 Cengage Learning
2. Baumeister Fundamentals of Social Psychology 1st2008 Cengage Learning
3. Shaver K.G. , **Principles of Social Psychology** Cambridge Winthrop.
4. Sears D.O., Peplau L.A., Taylor S.E, **Social Psychology**, New Jursey: PHI.
5. Vander Zanden J.W., **Social Psychology** New York: Random House.,

**Second Semester Curriculum BBA (Full Time) 3 Yrs. Program
of D.A.V.V., Indore For Affiliated Institutions**

SEMESTER II

BB201 Business communication

BB202 Human Resource Management

BB203 Economics-II

BB204 Financial Management

BB205 English

BB206 Management Information System

Business communication BB 201

Objective: to generate understanding of communication process and develop communication skills among the students.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Syllabus

UNIT-I

Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feed back,

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,

Text Books

1. M.K. Sehgal, **Managerial communication**, Excel Books, 2010
2. Rohini Aggarwal, **Business Communication, Organisation Management**, Taxmann, 2010
3. P.D. Chaturvedi, **Business Communication Concepts Cases & Applications**, Pearson Education
4. Abha Sharma **Remedial English**, Acme Learning
5. Shalini Sharma **Concepts of professional Communication**, Acme Learning
6. Penrose, **Business Communication for Managers**, 5th edition, Cengage Learning, India

Human Resource Management BB 202

Objective: To generate understanding of the human resource management and impart knowledge of the function.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Syllabus

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.

Text Books

1. Ashwathappa, K **Human Resource Management**, 6e Tata McGraw Hill
2. P L Rao **Comprehensive Human Resource Management** Excel Books
3. Rajkumar **Human Resource Management Strategic Analysis and Cases**, I.K International Publishers, Delhi
4. Saiyadain Mirza, **Human Resources Management**, 4e, Tata McGraw Hill
5. Monir H. Tayeb, **International Human Resource Management**, Oxford,
6. Subba Rao, **Essential of HRM and Industrial Relation**, 2008, Himalaya Pub. House.

Suggested Readings:

1. P. Jyothi & D.N. Venkatesh, **Human Resources Management**, Oxford, 2010
2. Durai, **Human Resources Management**, Pearson Education, 2010

Economics II BB 203

Objective: To generate understanding of the macroeconomics and impart knowledge of the function.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Syllabus

Unit 1: 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 2: 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 3: 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 4: 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 5: Banking, Stock Market And Insurance: Functions of Commercial banks – The process of credit creation – Concept of Non Banking Finance Companies (NBFCs) –

Unit 6: 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.

Text Books

1. Dr. Abha Mittal **Macroeconomics**, Taxmann’s
2. Dwivedi, DN **Macroeconomics : Theory & Policy**, 3e Tata McGraw Hill

3. Gupta, G **Macroeconomics: Theory and Applications**, 3e Tata McGraw Hill
4. E. Shapiro, **Macro Economic Analysis** Galgotia Publications

Financial Management BB 204

Objective: To familiarize and develop an understanding of tools and techniques for effective analysis and interpretations of financial statement and methods for efficient management of funds of an entity with special reference to corporate form of business organization.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments External examination shall be of 80 marks. There will be two sections. Section A, theoretical, is worth 32 marks with 3 questions out of which student will attempt any 2. Section B will contain practical, numerical questions having 5 questions and will be worth 48 marks and student will be required to attempt 3 questions with or without choice.

Syllabus:

Unit 1: Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions.

Unit 2: 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 3: Leverage Analysis: Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage.

Unit 4: 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 5: Management of Working Capital: Concepts, components, Determinants and need of Working Capital. Computation of Working Capital for a Company.

Text Books:

1. Dr.R.P. Rustagi **Fundamentals of Financial Management**, Taxmann's
2. I.M. Pandey, **Financial Management**, Vikas Publication House, 8th Ed.,
3. Sudhindra Bhat, **Financial Management** Excel Book
4. Shurti Naagar **Fundamental of Financial Management** Parshva Publishers
5. Brigham, **Fundamentals of Financial Management**, 10th, Cengage Learning
6. Chandra Bose **Fundamentals of Financial Management**, PHI, 2009

English BB 205

Course Objectives: The objectives of the course are to enable students to learn and to have a good working practice of english.

Scheme : The faculty member will award marks out of a maximum of 20 marks for the internal performance of the student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Syllabus

(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) Precis-Writing

(G) Letter & Application – Writing

(H) Essay Writing

Text Books:

1. Kumkum Bhardwaj, **Professional Communication**, I.K. International Publication, New Delhi
2. Solomon Ambuchelvan, **What is what of English**, Acme Learning
3. Deepshikha Jain, **Communicative English** Parshva Publishers
4. Rajshri Dewan, **English and Business communication** Acme learning

Management Information System BB 206

Course Objective

The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.

Examination

The faculty member will award internal marks out of 20 (10 marks for the internal performance of the student and 10 marks for viva voce). The semester examination carrying 80 marks will have 7 questions out of which students will be required to attempt any 5 questions.

Course Contents

1. 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.
2. Planning, Implementation and Controlling of Management Information System.
3. 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.
4. Managerial Decision Making, characteristics and components of Decision Support System.
5. System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.

Text Reading

1. Sushila Madan, **Management Information System**, 2010, Taxmann's
2. Goyal, **Management Information System** 3/e, 2010 Macmillan Publishers
3. Arora & Bhatia **Management Information Systems**, 2010, Excel Books
4. Kumar & Gupta **Management Information Systems** 2010, Excel Books
5. Laudon, **Management Information Systems: Managing the Digital Firm**, 11/e,

Pearson

6. Pearson **Managing and using Information Systems**, 3rd edn , 2009, Wiley