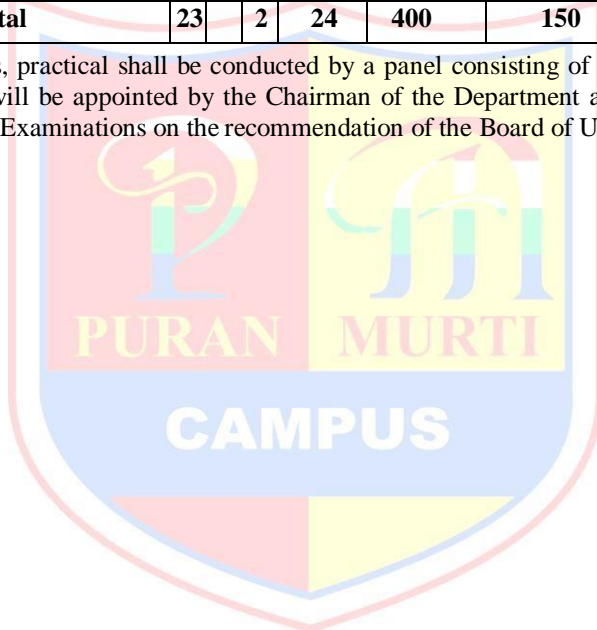


**Deenbandhu Chhotu Ram University of Science & Technology, Murthal (Sonipat)**  
**BBA 1<sup>ST</sup> YEAR (SEMESTER – I)**  
**Choice Based Credit System (Scheme of Studies & Examination w.e.f. 2017-18)**  
**SCHEME-B**

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam Hours
			L	T	P						
DSC	BBA101B	Business Organisation	4	-	-	4	75	25	-	100	3
DSC	BBA103B	Financial Accounting	4	-	-	4	75	25	-	100	3
DSC	BBA105B	Micro Economics For Business Decisions	4	-	-	4	75	25	-	100	3
DSE	BBA107B	Mathematics For Managers	4	-	-	4	75	25	-	100	3
	OR										
	BBA109B	Fundamentals of Statistics									
SEEC	BBA111B	Business Communication*	4	-	-	4	50	25	25	100	3
AECC	BBA113B	Computers Fundamentals– I*	3	-	2	4	50	25	25	100	3
<b>Total</b>			<b>23</b>	<b>2</b>	<b>2</b>	<b>24</b>	<b>400</b>	<b>150</b>	<b>50</b>	<b>600</b>	

\* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.



**Subject: BUSINESS ORGANISATION**

**L T P Credit**

**4 0 0 4**

**Time: 3 Hours**

**Subject Code: BBA101B**

**External Marks: 75**

**Internal Marks: 25**

**Total Marks: 100**

### **Unit-I**

TOPIC NO 1 Business – Nature, purpose and scope; Business as a system; Objectives of business

TOPIC NO 2 Structure of business – Classification of business activities

TOPIC NO 3 Social responsibility of business & business ethics

TOPIC NO 4 Business and economy, Business and environment interface

TOPIC NO 5 Distinction between trade, commerce and business

### **Unit-II**

TOPIC NO 6 Forms and formation of business enterprises (meaning, characteristics,

TOPIC NO 7 formation, merits and demerits of each type): Sole proprietorship, Partnership, Joint Hindu Family

TOPIC NO 8 Joint Stock Company, Co-operative societies, Different types of companies, Entrepreneurship

TOPIC NO 9 Concept and nature; process of setting up a business enterprise

TOPIC NO 10 choice of a suitable form of business organisation

TOPIC NO 11 feasibility and preparation business plan

### **Unit-III**

TOPIC NO 12 Formation of a company: Promotion, Certificate of Incorporation

TOPIC NO 13 Memorandum of Association, Articles of Association, and Prospectus. Sources of business finance

TOPIC NO 14 Short term, medium term and long term sources of finance.

### **Unit-IV**

TOPIC NO 15 Management of Risk and Insurance; Role of Government in business

TOPIC NO 16 As promoter, as financier and as regulator; Emerging formats of business organisation

TOPIC NO 17 Franchising, Sub-contracting, Strategic Alliance, Outsourcing, Joint Ventures

TOPIC NO 18 Mergers, Acquisitions and Take-overs

### **Suggested Readings:**

1. Tulsian, P.C., Business Organization and Management, Pearson Education.
2. Talloo, Thelman J., Business Organizational and Management, McGraw Hill Education.
3. Kanagasabapathi, P., Indian Models of Economy, Business and Management, PHI Learning Pvt. Ltd.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

**L T P Credit Subject: Financial Accounting**

**4 0 0 4**

**Time: 3 Hours**

**Subject Code BBA103B**

**External Marks: 75**

**Internal Marks: 25**

**Total Marks: 100**

### **Unit-I**

TOPIC NO1 Financial Accounting: Concept, importance, objectives, process and limitations of accounting

TOPIC NO 2 Brief introduction about Generally Accepted Accounting Principles (GAAP)

TOPIC NO 3 Journal: Concept of Journalizing

TOPIC NO 4 Rule of debit and credit applicable to different type of business transactions and types of accounts

### **Unit-II**

TOPIC NO 5 Ledger: Meaning, rules regarding posting and comparison between Journal and ledger

TOPIC NO 6 Trial Balance: Meaning and importance of trial balance

TOPIC NO 7 Posting and Preparation of trial balance

### **Unit-III**

TOPIC NO 8 Depreciation: Meaning causes, accounting procedure

TOPIC NO 9 methods of computing depreciation –straight line method and diminishing balance method

### **Unit-IV**

TOPIC NO 10 Final Accounts without adjustments: Trading account, profit & loss account and balance sheet

TOPIC NO 11 Accounting for non-profit organizations

TOPIC NO 12 Receipt & payment account, income & expenditure account

TOPIC NO 13 Difference between receipt & payment account and income & expenditure account

### **Suggested Readings:**

1. Dhamija, S. Financial Accounting for Manager, Pearson Education.
2. Maheshwari, S.N. and Maheshwari, S.L.; Accounting for Managers, Vikas Publishing House.
3. Gupta R.L. and Radhaswamy M.; Financial Accounting, Sultan Chand and Sons.
4. Ramachandran, N. & Kakani, R.K.; Financial Accounting for Management, McGraw Hill Education.
5. P.C Tulsian, Financial Accounting, Pearson Education.
6. Shukla M.C., Grewal T.S. and Gupta S.C.; Advanced Accounts, S. Chand and Company.
7. Narayanaswamy, R.; Financial Accounting - A Managerial Perspective, PHI Learning.
8. Gupta, Ambrish; Financial Accounting for Management: An Analytical Perspective, Pearson Education.
9. Monga J.R., Ahuja Girish and Sehgal Ashok: Financial Accounting, Mayur Paper Back.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

**L T P Credit****Subject: Micro Economics For Business Decisions****Subject Code: BBA105B****4 0 0 4****External Marks: 75****Time: 3 Hours****Internal Marks: 25****Total Marks: 100****Unit-I**

TOPIC NO1 Nature, Scope and Significance of Micro economic  
TOPIC NO2 Micro & Macro Economics; Evolution of Economic Theories: An Overview  
TOPIC NO3 Concept of Equilibrium- Static and Dynamic  
TOPIC NO4 Central Problems of an Economy, Objectives of a Firm

**Unit-II**

TOPIC NO5 Theory of Demand: Meaning, Law of Demand, Types of Demand, Determinants of Demand  
TOPIC NO6 Elasticity of Demand, Measurement of Elasticity of Demand and its Implications  
TOPIC NO7 Decision Making Process; Introduction to Demand Forecasting; Analysis of Consumer Behaviour  
TOPIC NO8 Cardinal and Ordinal Utility Approach

**Unit-III**

TOPIC NO 9 Production and Cost Analysis: Meaning of Production; Production Function  
TOPIC NO10 Least Cost Combination of Inputs; Returns to Factor and Returns to Scale  
TOPIC NO11 Economies of Scale: Internal and External  
TOPIC NO12 Cost Concepts: Theory of Cost in Short and Long Run

**Unit-IV**

TOPIC NO13 Market structure: Perfect Competition, Features, Determination of price under perfect competition  
TOPIC NO14 Monopoly: Feature, Pricing under monopoly, Price discrimination  
TOPIC NO15 Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership  
TOPIC NO16 Monopolistic Competition: Features, Pricing Under monopolistic competition  
TOPIC NO17 Product differentiation; Price and Non-Price Competition

**Suggested Readings:**

1. Ahuja, H.L, Advanced Economic Theories-Microeconomic analysis, S.Chand.
2. Agarwal, Vanita, Managerial Economics, Pearson Education.
3. Salvatore, Dominick, Theory and Problems of Microeconomics Theory, McGraw Hill Education.
4. Pindyck, R., Rubinfeld, D, Microeconomics, Pearson Education.
5. Samuelson, Paul, Microeconomics, McGraw Hill Education.
6. Keat, Paul G., Managerial Economics: Economic Tools for Today's Decision Makers, Pearson Education.
7. Hirschey, Mark, Managerial Economics: An Integral Approach, Cengage Learning.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

**L T P Credit      Subject: MATHEMATICS FOR MANAGERS****4 0 0 4****Subject Code: BBA107B****External Marks: 75****Internal Marks: 25****Total Marks: 100****Time: 3 Hours****Unit-I**

TOPIC NO1 Introduction to business mathematics, scope and importance, concept of profit and loss

TOPIC NO 2 simple and compound interest

TOPIC NO3 Present value of annuities

**Unit –II**

TOPIC NO4 Introduction to set theory; Meaning, types and operations on sets

TOPIC NO5 Venn diagram. Applications and set theorem

**Unit-III**

TOPIC NO6 Matrices and Determinants: Definition of a Matrix ; Types of Matrices, Algebra of Matrices

TOPIC NO7 Calculation of values of Determinants up to third order; adjoint of a Matrix

TOPIC NO8 elementary row and column operations

TOPIC NO9 Finding inverse matrix through adjoint and elementary row or column operations

TOPIC NO10 Solution of a system of Linear equations having unique Solution and involving not more than three variables (simple problems on applications for managerial decisions)

**Unit-IV**

TOPIC NO11 Concept of functions, limits and continuity

TOPIC NO12 differentiation, integration, maxima and minima (elementary concepts)

TOPIC NO13 simple applications for managerial decisions

**Suggested Readings:**

1. Trivedi, K., Business Mathematics, Pearson Education.
2. D. C. Sancheti and V. K. Kapoor, Business Mathematics , Sultan Chand and Sons.
3. Marriapan, P. , Business Mathematics, Pearson Education.
4. Qazi Zameeruddin, V. K. Khanna and S.K. Bhambri, Business Mathematics, Vikas Publications.
5. Janardan Dinodia, Dr. R. A. Gupta, O. P. Gupta and Amar Singh Rao, Elements Of Business Mathematics and Statistics, Jeevan Sons Publications
6. R. D. Sharma (Text Book Of XII)
7. R.P.Gupta and Pratibha Gupta, Business Mathematics, Galgotia Publishing New Delhi

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

**L T P Credit****Subject: FUNDAMENTALS OF STATISTICS****Subject Code: BBA109B****4 0 0 4****External Marks: 75****Internal Marks: 25****Time: 3 Hours****Total Marks: 100****Unit-I**

TOPIC NO1 Statistics: Meaning, evolution, scope, limitations and applications; data classification

TOPIC NO2 tabulation and presentation: meaning, objectives and types of classification

TOPIC NO3 formation of frequency distribution, role of tabulation, types and construction of tables

TOPIC NO4 significance, types and construction of diagrams and graphs

**Unit-II**

TOPIC NO5 Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency

TOPIC NO6 different measure, viz. arithmetic mean, median, mode, geometric mean and harmonic mean

TOPIC NO7 characteristics, applications and limitations of these measures; measure of variation viz. range

TOPIC NO8 quartile deviation, mean deviation, and standard deviation, co-efficient of variation

**Unit -III**

TOPIC NO9 Correlation and regression: simple correlation between two variables (grouped and ungrouped data)

TOPIC NO10 Karl Pearson's coefficient of correlation, rank correlation concept of regression, regression lines

TOPIC NO11 difference between correlation and regression.

**Unit-IV**

TOPIC NO12 Index numbers and time series: Index number and their uses in business

TOPIC NO13 construction of simple and weighed indices: Laspeyre's, Paasche's, Fisher's and CPI

TOPIC NO14 Time series analysis meaning and significance, components of time series

TOPIC NO15 trend measurement by moving average method and least square method (fitting straight line only)

**Suggested Readings:**

1. Gupta, S.P. & Gupta, M.P., Business Statistics, Sultan Chand & Sons, New Delhi
2. Bajpai, Naval, Business Statistics, Pearson Education.
3. David M. Levine, Timothy C. Krehbiel, Mark L. Berenson, P.K. Viswanathan, Business Statistics: A First Course, Pearson Education.
4. Anderson, David Ray, Sweeney Dennis J. and Williams, Thomas Arthur, Statistics for Business and Economics, Cengage Learning.
5. Sharma, J.K., Business Statistics, Vikas Publication House Pvt. Ltd.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

**L T P Credit****4 0 0 4****Time: 3 Hours****Subject: BUSINESS COMMUNICATION****Subject Code: BBA111B****External Marks: 75****Internal Marks: 25****Total Marks: 100****Unit-I**

TOPIC NO1 Business Communication: Nature and process, factors of communication

TOPIC NO2 forms of communication, importance of communication in business, communication networks

TOPIC NO3 barriers to communication, overcoming barriers to communication

**Unit-II**

TOPIC NO4 Communication Skills: Listening skills - process of listening, barriers to listening

TOPIC NO5 overcoming listening barriers, reading skills, oral communication

TOPIC NO6 non-verbal communication

**Unit-III**

TOPIC NO7 Written Communication: Principles of effective business writing

TOPIC NO8 business letter components and layout; process of letter writing

TOPIC NO9 types of letters, memos, notices and circulars

**Unit-IV**

TOPIC NO10 Business Reports: Features, process of writing report

TOPIC NO11 importance, types of reports, structures of business reports, brochures

TOPIC NO12 agenda of meeting, minutes of meeting, preparing Curriculum Vitae

**Suggested Readings:**

1. Koneru, Arun, Professional Communication, McGraw Hill Education.
2. Mehra, Payal, Business Communication for Managers, Pearson Education.
3. Sethi, A. and Adhikari, B., Business Communication, McGraw Hill Education.
4. Chaturvedi and Chaturvedi, The Art and Science of Business Communication, Pearson Education.
5. Verma, Shalini, Business Communication: Essential Strategies for Twenty-first Century Managers, Vikas Publishing House.
6. Sinha, K.K., Business Communication, Taxmann Publication.
7. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

**L T P Credit**

**4 0 0 4**

**Time:3 Hours**

**Subject: COMPUTERS FUNDAMENTALS-I**

**Subject Code:BBA113B**

**External Marks: 75**

**Internal Marks:25**

**Total Marks: 100**

### **Unit -I**

TOPIC NO1 Introduction to Computer: Definition, Characteristics, Generation of Computers

TOPIC NO2 Capabilities and Limitations; Basic Components of a Computer System-Control Unit

TOPIC NO3ALU, Input/output functions and characteristics; Memory: Introduction, Classifications; Storage units

### **Unit-II**

TOPIC NO4Number Systems: Binary, Decimal, Hexadecimal, Number system conversion

TOPIC NO5 ASCII, EBCDIC and Unicode encoding schemes; Input, Output units:-Computer Keyboard

TOPIC NO6 Pointing Devices: Mouse,Trackball, Touch Panel, and Joystick, Light Pen, Scanners, Various types of Monitors

TOPIC NO7 Touch-sensitivescreens, Optical Recognition System, Pen based systems

TOPIC NO8 Digitizers, MICR, OCR, OMR, Bar-code Reader,digital camera; Impact Printers- Daisy Wheel

TOPIC NO9 Dot Matrix, Line Printer, Chain Printer, Comb Printers,Non-Impact Printers- Desk Jet Printer

TOPIC NO10 Laser Printer, Thermal Transfer Printer, Barcode Printers, Electrostatic printers and plotters

### **Unit-III**

TOPIC NO11 Software and its classification: Introduction to Operating System and its functions

TOPIC NO12 Software andits different types; Programming Languages Types and characteristics

TOPIC NO13 Compiler, Interpreter and Assembler; Introduction to algorithms

TOPIC NO14 Flow charts and decision trees: Representation, levels, rules, advantage and limitations

### **Unit-IV**

TOPIC NO15 Introduction to multimedia: concept, components, uses and advantages

TOPIC NO16Tools of multimedia, Impact of computers on society, education, business, entertainment

TOPIC NO17 Health issues in use of computers.

#### **Suggested Readings:**

1. Dhunna, Mukesh and Dixit, J. B., Information Technology in Business Management, UniversityScience Press, New Delhi.
2. ITL ESL, Introduction to Information Technology, Pearson Education
3. Norton, Peter, Introduction to Computers, Pearson Education.
4. Leon & Leon, Introduction to Computers, Vikas Publishing House.
5. Rajaraman, V., Fundamentals of Computers, PHI Learning.

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