

Detailed Program Scheme

**Bachelor of Business Administration
(BBA)**

**Semester I - Examination
(2016-2019)**

DOC201607130001



RNB GLOBAL UNIVERSITY

RNB Global City, Ganganagar Road,
Bikaner, Rajasthan 334601

OVERVIEW

RNB Global University follows Semester System along with Choice Based Credit System as per latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December) and Even (January-June)**. Also, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for BBA program for Odd (July-December) Semester, 2016 along with Examination pattern is as follows:

Course Scheme

Semester -I

S. No	Course Code	Course Name	Credits
1.	99002200	Business Communication (AECC)	4
2.	11007400	Financial Accounting	4
3.	11007500	Principles of Management	4
4.	11007600	Principles of Micro Economics	4
5.	11007700	Computer Applications	2
6.	11007800	Computer Applications Lab	2
7.	11003500	Ability & Skill Enhancement Module- I	3
8.	99002000	NCC/ NSS/Similar activities	-
9.	99002100	Club Activities	-
		Total Credits	23

EVALUATION SCHEME

The evaluation of the BBA Program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

Internal Assessment

Type	Details	Marks
Sessional I	As per marks obtained	10
Sessional II	As per marks obtained	10

Marks obtained in various, assignments, presentations, quizzes etc.	Average of marks obtained	15
Discipline	To be decided by concerned faculty	5
Attendance	80% - 5 marks and 0.25 percent for every one percent above 80 %	10
TOTAL		50

External Assessment

Type	Marks
Theory	50

EVALUATION SCHEME - NSS/NCC AND CLUB ACTIVITIES

1. NSS/NCC /Similar activities prescribed by University will be completed from Semester I –Semester IV. It will be evaluated internally by the respective institute. The credit for this will be given after IVth Semester.
2. The students have to join club/clubs with the active participation in different activities of club. The students would be continuously assessed from Semester I – Semester IV and credits and marks would be given after IVth Semester

CURRICULUM

Course Name: Business Communication (AECC)

Course Code: 99002200

Course Outline

Unit I Introduction: Theory of Communication, Types and modes of Communication
Fundamentals of Communication: Communication defined, Models of Communication, barriers in communication, perception and communication, essentials of good communication.

Unit II Language of Communication: Verbal and Non-verbal (Spoken and Written)
Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group Communication
Modes of human communication: Basic differences in the principal modes of human communication – reading, writing, listening, speaking and

non-verbal communication. Spoken communication: Importance of spoken communication, designing receiver-oriented messages, comprehending cultural dimension. Speaking Skills Monologue Dialogue Group Discussion Effective Communication/ Mis- communication Interview Public Speech.

Unit III Making Oral presentations: Functions of presentations, defining objective, audience analysis, collection of materials, organization of materials, body language, effective delivery techniques. Written communication: Fundamentals of sentence structure, writing as a process. Reading and Understanding Close Reading Comprehension Summary Paraphrasing Analysis and Interpretation Translation (from Indian language to English and vice-versa) Literary/Knowledge Texts Writing Skills Documenting Report Writing Making notes Letter writing.

Unit IV Fundamental of technical writing: Special features of technical writing, the word choice, developing clarity and conciseness, Report writing, Business letters, Applications and resumes. Transactional Analysis: Three human ego states, 4 life positions, different types of transactions.

Unit V The significance of communication in a business organization: Channels of communication – Downwards, Upwards, Horizontal, Consensus, and Grapevine. Literary discussions: Analysis and discussion of the novel The Funda of Mix-ology and short stories from the books Under the banyan tree and other stories and Popular short stories.

Suggested Readings:

1. Sen, L., Communication Skills. Prentice Hall of India (2004).
2. Dhar, M., The Funda of Mixology: What bartending teaches that IIM does not, Srishti Publications (2008).
3. Narayan, R. K., Under the banyan tree and other stories. Penguin Classics. (2007).
4. Lesikar R. V., and Flatley M. E., Basic Business Communication Skills for empowering the internet generation. Tata McGraw Hill (2004) 10th ed.
5. Sharma R. C., and Mohan K., Business Correspondence and Report Writing. Tata Mc-Graw Hill (1994).
6. Rodriques, M. V., Effective Business Communication. Concept Publishing Company. (2003).

Course Name: Financial Accounting

Course Code: 11007400

Course Outline

Unit I Meaning and Scope of Accounting: Need for Accounting, Development of Accounting, Definition and Functions of Accounting, Limitation of Accounting, Book Keeping and Accounting, Is Accounting Science or Art?, End User of Accounting Information, Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting, Objectives of Accounting, Accounting Equation.

Accounting Principles and Standards: Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, Systems of Book Keeping, Systems of Accounting, Introduction to Accounting Standards Issued by ICAI.

Journalising Transactions: Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry

Sub Division of Journal: Cash Journal, Petty Cash Book, Purchase Journal, Sales Journal, Sales Return Journal, Voucher System.

Ledger Posting and Trial Balance: Ledger, Posting, Relationship between Journal and Ledger, Rules Regarding Posting, Trial Balance, Final Accounts of Sole Proprietorship and Firms.

Unit II Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized Expenditure, Revenue Recognition.

Accounting Concept of Income: Concept of Income, Accounting Concept's and Income Measurement, Expired Cost & Income Measurement, Relation Principle and Income Measurement, Accountants and Economist's Concept of Capital and Income

Unit III Inventory Valuation: Meaning of Inventory, Objectives of Inventory Valuation, Inventory Systems, Methods of Valuation of Inventories, Accounting Standard 2(Revised): Valuation of Inventories

Depreciation Provisions and Reserves: Concept of Deprecation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS-6(Revised) Depreciation Accounting, Provisions and Reserves, Change of method of

Depreciation (by both current and retrospective effect)

Unit IV Shares and Share Capital: Shares, Share Capital, Accounting Entries ,Under subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of Two Classes of Shares, Right Shares, Re-issue of shares.

Debentures: Classification of Debentures, Issue of Debentures, different Terms of Issue of Debentures, Writing off Loss on Issue of Debentures, Accounting Entries, Redemption of Debentures.

Joint Stock Company: Introduction, Meaning and Definition of a Company, Essential Characteristics of a Company, Kinds of Companies, Private and Public Limited Companies, Formation of Company

Company Final Accounts: Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI concerning Profit & Loss Account and Balance Sheet, Preparation of Simple Company Final Accounts

Suggested Readings:

1. Maheshwari, S.N. and S. K. Maheshwari; *An Introduction to Accountancy*, Eighth Edition, Vikas Publishing House, 2003.
2. Gupta, R.L. and V.K. Gupta; *Financial Accounting: Fundamentals*, Sultan Chand Publishers, 2003.
3. Monga, J.R., *An Introduction to Financial Accounting*, First Edition, Mayoor Paperbooks, 2005.
4. Monga, J.R. and Girish Ahuja; *Financial Accounting*, Eighteenth Edition, Mayoor Paper Backs, 2003.
5. Bhattacharya, S.K. and J. Dearden; *Accounting for Managers – Text and Cases*, Third Edition, Vikas Publishing House, 2003.
6. Maheshwari, S.N. and S.K. Maheshwari; *Advanced Accountancy*, Eighth Edition, Vol. I & II, Vikas Publishing House, 2003.

Course Name: Principles of Management

Course Code: 11007500

Course Outline

Unit I Introduction: Concept, nature, process and significance of management; Managerial levels, skills, functions and roles; Management Vs. Administration;

Coordination as essence of management; Development of management thought: classical, neo-classical, behavioural, systems and contingency approaches.

Unit II Planning: Nature, scope and objectives of planning; Types of plans; planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making; Bounded Rationality

Organising: Concept, nature, process and significance; Principles of an organization; Span of Control; Departmentation; Types of an organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit III Staffing: Concept, Nature and Importance of Staffing.

Motivating and Leading: 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 – Likert’s Systems of Management, Tannenbaum& Schmidt Model and Managerial Grid

Unit IV Controlling: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.

Suggested Readings:

1. Stoner, Freeman and Gilbert Jr.; *Management*, Prentice Hall of India, New Delhi, 2003.
2. Gupta, C.B.; *Management Concepts and Practices*, Sultan Chand and Sons, New Delhi, 2003.
3. Koontz, O Donnel and Weirich- “Management”, Tata McGraw Hill Publishing Company, New Delhi,2001.
4. R.K. Chopra-“Principles & Practices of Management”, Sun India Publication.
5. P.C. Tripathi and P.N. Reddy,” Principles & Practices of Management”,2nd edition,Tata Mc Graw Hill

Course Name: Principles of Micro Economics

Course Code: 11007600

Course Outline

Unit I Introduction

- a) Demand and Supply: Determinants of demand, movements vs. shift in demand curve, Determinants of Supply, Movement along a supply curve vs. shift in supply curve; - Market equilibrium and price determination.

- b) Elasticity of demand and supply.
- c) Application of demand and supply.

Unit II Consumer Theory

Ordinal Utility theory: (Indifference curve approach): Consumer's preferences; Indifference curves; Budget line; Consumer's equilibrium; Income and substitution effect; Price consumption curve and the derivation of demand curve for a commodity; Criticisms of the law of demand.

Unit III Production and Cost

- a) Production: Firm as an agent of production. Concepts of Production function. Law of variable proportions; Isoquants; Return to scale. Economics and Diseconomies of scale.
- b) Costs: Costs in the short run. Costs in the long run, Profit maximization and cost minimization. Equilibrium of the firm, Technological Change: the very long run.

Unit IV Market Structure

- a) Perfect Competition: Assumption; Theory of a firm under perfect competition; Demand and Revenue; Equilibrium of the firm in the short run and long run, the long run industry supply curve: increasing, decreasing and constant cost industry. Allocation efficiency under perfect competition
- b) Monopoly: Short-run and long-run equilibrium of monopoly firm; Concept of supply curve under monopoly; Allocation inefficiency and dead-weight loss monopoly; Price discrimination.
- c) Imperfect Competition: Difference between perfect competitions, monopoly and imperfect competition;
 - i) Monopolistic Competition: Assumption; Short – run Equilibrium; Long run Equilibrium; Concepts of excess capacity; Empirical relevance.
 - ii) Oligopoly: Causes for the existence of oligopolistic firms in the market rather than perfect Competition; Cooperative vs. Non cooperative Behaviour and dilemma of oligopolistic firms.

Unit V Income Distribution and Factor Pricing Demand for factors. Supply of factor, backward bending supply curve for labour concepts of economic rent; Functional Distribution of Income.

Suggested Readings:

1. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; Microeconomics, Pearson Education.
2. N. Gregory Mankiw, Principles of Micro Economics, Cengage Learning
3. Maddala G.S. and E. Miller; Microeconomics: Theory and Applications, McGraw-Hill Education.
4. Salvatore, D. Schaum's Outline: Microeconomic Theory, McGraw-Hill, Education.
5. Case and Fair, Principles of Micro Economics, Pearson Education
6. Koutsiyannis, Modern Micro Economic Theory.
7. C Snyder, Microeconomic Theory: Basic Principles and Extensions, Cengage Learning
8. Bilas, Richard A., Microeconomics Theory: A Graphical Analysis, McGraw-Hill Education.
9. Paul A Samuelson, William D Nordhaus, Microeconomics, McGraw-Hill Education.
10. Amit Sachdeva, Micro Economics, KusumLata Publishers

Course Name: Computer Applications

Course Code: 11007700

Course Outline

Unit I Basics of Computer and its evolution Evolution of computer, Data, Instruction 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.

- i)** On the basis of technology (Digital, Analog and Hybrid)
- ii)** On the basis of processing speed and storage capacity (Micro, Mini, mainframe and Super),
- iii)** On the basis of Purpose (General & Special) Different Generation of computers (I to V),

Types of software (System and Application), Compiler and Interpreter, Generation of language (Machine Level, Assembly, High Level, 4GL)

Data Representation Different Number System (Decimal, Binary, Octal and hexadecimal) and their interconversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)

Unit II Input and Output Devices Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and it's type (VGA, SVGA and XGA), Printer and it's type (Impact and Non-Impact with example), Plotter

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 ROM-EO, DVD ROM Flash Memory

Unit III Operating System Concept Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms like Directory, File, Volume, Label, Drive name, etc.

Introduction to GUI using Windows Operating System: All Directory Manipulation: Creating directory, Sub directory, Renaming, Coping and Deleting the directory File Manipulation: Creating a file, deleting, coping, Renaming a file

Unit IV Concept of Data Communication and Networking: Networking Concepts, Types of networking (LAN, MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies Introduction to word processor and Spread Sheets

Suggested Readings

1. Leon and Leon; Introduction to Information Technology, Leon Tech World
2. Microsoft Office-2000 Complete- BPB Publication.
3. Sinha, Kr. Pradeep and Preeti Sinha; Foundations of Computing, BPB Publication.
4. Jain, V.K.; Computers and Beginners

Course Name: Computer Applications Lab

Course Code: 11007800

Course Outline

Unit I M.S Word

- M.S Word Basic - Adding text, editing text, formatting text, font and its size, cut/copy/paste, save and save as, character/line/paragraph spacing.
- Find or replace text and numbers on a Word file.
- Inserting page numbers, headers and footers, footnote, endnote, date and time,

etc.

- Merging the two shapes by using order, fill, text and effects on the shapes.
- Design a cover page for the RNB University at MS Word 2013.
- Insert a table in MS Word consisting of five rows and three columns by applying designs and styles at the table.
- Create an automatic Table of content at MS Word 2013

Unit II MS Excel

- Merge/Unmerge cells - Combine text from two or more cells into one cell
- Create an Excel table in a worksheet and draw its charts (2D and 3D).
- Sorting and filtering data (auto and advanced filter).
- Working with formulae and functions.
- Adding comments, applying password protection to the workbook.

Unit III MS Power Point

- Formatting of presentations slides: add, delete, cut, copy, paste of different layouts slides
- Insert a shapes, tables, graphic, picture and screenshots into the slides
- Applying designs and transition effects in the presentation
- Adding hyperlinks and videos to the presentations.

Unit IV Operating Systems

- Installation of MS windows and LINUX on a PC.
- Exposure to Basic commands at command prompt.
- Insert commands - pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am I, banner, date, kill, etc
- Create a LAN network using different devices.

Note: The review of Syllabus happens on periodic basis for the benefit of the students. In case there are changes in curriculum due to review, students would be intimated in writing.

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