

Detailed Course Scheme
Bachelor of Business Administration
(BBA)

**Finance, Marketing & Human Resource
Management**

Semester- I
(2017-2020)

DOC201706160001



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, 2017 along with Examination pattern is as follows:

Semester -I

S. No	Subject Code	Course Name	Credits
1.	99001900	Environmental Studies(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
Mid Term I(Sessional I)	As per marks obtained in Mid Term exam	10

Mid Term II(Sessional II)	As per marks obtained in Mid Term exam	10
Marks obtained in various tests, assignments, presentations, practical's 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- NCC/NSS AND CLUB ACTIVITIES

1. NCC/NSS will be completed from Semester I – Semester IV. It will be evaluated internally by the institute. The credit for this will be given after IVth
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 to Semester-IV and credits and marks would be given after IVth Semester.

CURRICULUM

Course Name: Environmental Studies (AECC)

Course Code: 99001900

Course Outline

Unit I The Multidisciplinary Nature of Environmental Studies Definition, scope and importance need for public awareness.

Unit II Natural Resources Renewable and Non-renewable Resources: Natural resources and associated problems. (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. (c)

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, Case studies. (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies. (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources, equitable use of resources for sustainable lifestyles

Unit III Ecosystems. Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: (a) Forest ecosystem (b) Grassland ecosystem (c) Desert ecosystem (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit IV Biodiversity and Its Conservation. Introduction, definition: genetic, species and ecosystem diversity. Biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity

Unit V Environmental Pollution. Definition. Causes, effects and control measures of (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards. Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: Floods, earthquake, cyclone and landslides

Unit VI Social Issues and the Environment. From unsustainable to sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people; its problems and concerns. Case studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Waste land reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act. Wildlife Protection Act. Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness

Unit VII Human Population and the Environment. Population growth, variation among nations. Population explosion—Family Welfare Programme. Environment and human health. Human rights. Value education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in environment and human health

Unit VIII Field Work. Visit to a local area to document environmental assets - river/forest/grassland/hill/mountain. Visit to a local polluted sites - Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds. Study of simple ecosystems—pond, river, hill slopes, etc.

Suggested Readings

1. Environmental Geography, H.M. Saxena, Rawat Pub.
2. A Textbook Of Environment, K.M. Agrawal; P.K. Sikdar; S.C. Deb, McMillan Pub.
3. A Textbook of Environmental Studies, D K Asthana & Meera Asthana, S. Chand Pub.
4. Environmental Studies, V. K. Ahluwalia, The Energy and Resources Institute, Pub, (2012).
5. Environmental Chemistry, A.K. Dey, New Age Pub.
6. Environmental Biology, K.C. Agarwal, Nidi Pub. Ltd. Bikaner

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 Depreciation, 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 Manager – 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&Pracitices of Management”, Sun India Publication.
5. P. C. Tripathi and P.N.Reddy,” Principles & Pracitices of Management”,2nd edition,

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) 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;
- d) Monopolistic Competition: Assumption; Short – run Equilibrium; Long run Equilibrium; Concepts of excess capacity; Empirical relevance.

- e) 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, Kusum Lata 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 inter conversion (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 MS Word

1. 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.
2. Find or replace text and numbers on a Word file.
3. Inserting page numbers, headers and footers, footnote, endnote, date and time, etc.
4. Merging the two shapes by using order, fill, text and effects on the shapes.
5. Design a cover page for the RNB University at MS Word 2013.
6. Insert a table in MS Word consisting of five rows and three columns by applying designs and styles at the table.
7. Create an automatic Table of content at MS Word 2013

Unit II MS Excel

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

Unit III MS Power Point

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

Unit IV Operating Systems

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

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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