

Detailed Course Scheme
Bachelor of Business Administration
(BBA)

**Finance, Marketing, Human Resource
Management, Foreign Trade & Digital
Marketing**

Semester-I
(2022-2025)

DOC202206080045



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 (July-December) Odd Semester, 2022 along with Examination pattern is as follows:

Semester -I

S. No.	Course Code	Course Name	L	T	P	Credits
1.	99001900	Environmental Studies (AECC)	3	1	0	4
2.	11007400	Financial Accounting	3	1	0	4
3.	11007500	Principles of Management	3	1	0	4
4.	11007600	Principles of Micro Economics	3	1	0	4
5.	11007700	Computer Applications	2	0	0	2
6.	11007800	Computer Applications Lab	0	0	4	2
7.	11003500	Ability & Skill Enhancement - I	2	0	0	2
8.	99003300	Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
Total			16	4	4	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

The distribution of Internal Assessment Marks is as follows:

Type	Details	Marks
Mid Term	One Mid-term Sessional	25
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	20
Attendance	75% + : 5 marks	5
TOTAL	50	

External Assessment

Type	Marks
Theory	50

EVALUATION SCHEME- WORKSHOPS & SEMINARS AND HUMAN VALUES & SOCIAL SERVICE/NCC/NSS

1. The evaluation of Workshops & Seminar and Human Values & Social Service/NCC/NSS will be completed from Semester I – Semester VI. It will be evaluated internally by the various Forums & Schools Concerned. The credit for this will be given at the end of each Semester.
2. The students have to join club/clubs/Forums 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 the end of each Semester

CURRICULUM

Course Name: Environmental Studies (AECC)

Course Code: 99001900

Objectives

- To understand theoretical and practical aspect of environment studies. About various conservation strategies and problems with environment. Discussion, Video and Lecture is the pedagogy used.
- To gain knowledge on the importance of environmental education and ecosystem.

- To acquire knowledge about environmental pollution- sources, effects and control measures of environmental pollution.
- To acquire knowledge with respect to biodiversity, its threats and its conservation and appreciate the concept of interdependence.
- To be aware of the national and international concern for environment for protecting the environment.

Course Outline

Unit I: Introduction to environmental studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.

Unit II: Ecosystems

What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit III: Natural Resources: Renewable and Non-renewable Resources

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water: Use and overexploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit IV: Biodiversity and Conservation

Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zone of India; Biodiversity patterns and global biodiversity hot spots.

India as a mega biodiversity nation; Endangered and endemic species of India

Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In situ and Ex situ conservation of biodiversity.

Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit V: Environmental Pollution

- Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution.
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste.
- Pollution case studies.

Unit VI: Environmental Policies & Practices

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human Communities and agriculture.
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit VII: Human Communities and the Environment

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management: floods, earthquake, cyclones and landslides.
- Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Unit VIII: Field work

- Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Suggested Readings:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge
3. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security.
4. Stockholm Env. Institute, Oxford Univ. Press.

5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology.
6. Sunderland: Sinauer Associates, 2006.
7. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.
8. McCully, P. 1996. Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books.
9. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
10. Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.
11. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
12. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
13. Raven, P.H., Hassenzuhl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
14. Rosencranz, A., Divan, S., & Noble, M. L. 2001. Environmental law and policy in India. Tripathi 1992.
15. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
16. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
17. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
18. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
19. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
20. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.
21. World Commission on Environment and Development. 1987. Our Common Future. Oxford University Press.

Course Name: Financial Accounting

Course Code: 11007400

Objectives

- To provide an in-depth study of the various business cycle and process, analyze operations, Profit planning.
- Understand the basic accounting concepts and their application in business. -

- Gain knowledge on the preparation of financial statements.
- Students will be exposed to take decisions on depreciation method to be adopted.
- To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

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 Paper books, 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

Objectives

- This course aims to empower students with knowledge and capacities to understand and analyze Integrating Marketing Management, from a corporate and consumer perspective. Lectures are a mix of theory and practical exercises

to improve memorization, to increase students' involvement and work capacities and to make lectures more dynamic. The concepts will be discussed through case study discussions and presentations on practical aspects.

- To gain knowledge about the four management functions of planning, organizing, leading, and controlling and introduce to the historical evolution of management theories.
- To learn the basics of group dynamics and the challenges of managing work teams.
- To familiarize with various leadership styles and theories of motivation.
- To describe the control process including: the importance of control, tools for measuring organizational performance, and managerial actions.
- The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

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.

Course Name: Principles of Micro Economics

Course Code: 11007600

Objectives

- Microeconomics helps in macro analysis. It is an important method of economic analysis; it is microeconomics that tells us how a free market economy with its millions of consumers and producers work to decide about the allocation of productive resources among the thousands of goods and services.
- To provide a thorough introduction to economic theory. Starting from the basic ideas of tradeoffs, opportunity cost, and the benefits of trade, also study how the market forces of supply and demand cause prices to be what they are.

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; Interference 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

Objectives

- Computer application courses relating to business teach students to use standard software programs found in the workplace. Students learn to input, review, design, and present information in a productive and efficient manner. Classes are generally offered as part of degree programs relating to business, or certificate programs and many institutions offer flexible class schedules that meet the needs of working adults, such as online only learning.
- To familiarize with Front-end concept for developing various IT Applications Project.
- To acquaint students with use of computer & its applications like MS office. Students must be well acquainted with fundamental aspects of computer technology and gain proficiency in M S Office Tools: MS Word, Power Point Excel and Access.

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 Device

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 its type – PROM, EPROM, EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and its 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, Copying and Deleting the directory File Manipulation: Creating a file, deleting, copying, 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

Course Name: Ability & Skill Enhancement I

Course Code: 11003500

Objectives

- To make students understand the usage of Grammar in day to day life and improve their fluency and confidence while speaking English.

Course Outline -Final Assessment - Written Paper

Unit I: Ice Breaking Session & Recap of Language Skills

Ice Breaking Session, Phrase, Clause, Sentence, Word Classes (Parts of Speech).

Unit II: Recap of Language Skills

Tenses (Present, Past Future), Modals, Articles (a, an, the).

Unit III: Reading Skills & Fluency Building

Reading Process, Importance & Types of Reading, Techniques of Reading, and Strategies to Improve Reading Abilities, Comprehension, Reading Aloud, Reading News.

Unit IV: Writing Skills

Generating ideas/gathering data, organizing ideas, Note taking, Outlining, drafting, Editing, and Proof Reading, Story Writing (through pictures/videos), Dialogue Writing, Email Writing.

Unit V: Listening & Speaking Skills

Types and Essentials of good listening, Listening Process, Barriers to Listening and Strategies to improve Listening, Listening to Inspirational Movies/Clips, Listening News Techniques of Effective Speaking, Introducing Oneself and others, Extempore, Situational Conversations (Practicing Short Dialogues).

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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