

BBA SEMESTER – II
BBA 201
BUSINESS COMMUNICATION

Maximum Marks: 40
Pass Marks: 16
Duration: 3 hours

UNIT-I

Communication: its meaning and nature, importance & purpose of communication, types of Communication, channels of communication (formal & informal).

15 lectures

UNIT-2

Models of communication process, some malfunctions of communication (barriers).
Patterns of Communication, means and media of communication, non-verbal communication (body language) Verbal communication (oral and written).

15 lectures

UNIT-3

Business correspondence, Principles of clear business writings, qualities of effective correspondence Planning the business letter, kinds of business letters- order complaint, agency letters, circulars, foreign trade letters, job application and resume.

15 lectures

UNIT- IV

Types of meeting, Annual meeting, statutory meetings- notices, agenda minutes and procedures.

15 lectures

UNIT- V

Reports and types- Report writing, reports- techniques of writing, problems of organization and Interpretation, Public speaking and reporting.

15 lectures

RECOMMENDED BOOKS: Managerial communication: Garg
Business Communication: Mishra, Shukla & Patel
Business Communication : Vinod Mishra

BBA 202
COMPUTER APPLICATION

Maximum Marks: 40
Pass Marks: 16
Duration: 3 hours
Practical: 10 marks

UNIT- 1

Fundamentals: characteristic of computers, generation, basic computers organization(I/O unit, storage unit), Arithmetic and logical unit, Control unit , CPU I/O devices : punch hole card, keyboard scanners, printers, (impact and non-impact) storage : primary storage, secondary types of storage. 15 lectures+ practical

UNIT-2

Introduction to operating system, characteristics and functions, types of operating system(windows NT OS, UNIX O.S, Batch O.S, DOS). 15 lectures+ practical

UNIT-3

Concepts of computer language, Machine language, advantages and disadvantages. Assembly Language, advantages of assembly language over machine language, limitations of assembly Language. High level language vs low level language, advantages of high level language, types of high language. 15 lectures+ practical

UNIT- IV

Concepts of hardware and software, Introduction to word processing, MS WORD-System requirements, formatting (introduction, paragraph options, bullets) Find replace, spell-check, Tables (creating, moving, inserting objects), header, footer, word art and drawings, concept of Macros. 15 lectures+ practical

UNIT-V

Introduction to the concept of the spreadsheets, Introduction to MS-Excel, Cell Formatting (cell Formatting, conditional formatting, range name). Graphs, charts functions and their utilities. 15 lectures+ practical

RECOMMENDED BOOKS :

Fundamentals of computers, Computer Fundamentals –P K Sinha
PC Software made easy, Excel for windows, Computers in Business

**BBA 203
FINANCIAL ACCOUNTING**

Maximum Marks: 40

Pass Marks: 16

Duration: 3 hours

UNIT-1

Accounting for Joint Venture, Consignment Sale and Royalty Account.

15 lectures

UNIT-2

Accounting for Departments and Branch (excluding independent branch).

15 lectures

UNIT -3

Partnership Accounts I: Preliminary calculation of goodwill & Admission.

15 lectures

UNIT-4

Partnership accounts II:. Retirement, Death past adjustment and Guarantee.

15 lectures

UNIT-5

Share capital, issue of shares, forfeiture and redemption of preference shares,

15 lectures

RECOMMENDED BOOKS : Advanced accounts-S.M.Shukla

Modern accountancy-Sakhlecha

Advanced accounts.-Jain & Narang

BBA 204
ELEMENTS OF MANAGEMENT

Maximum Marks: 40

Pass Marks: 16

Duration: 3 hours

UNIT- 1

Control : meaning, definition, characteristics, objectives, necessity, elements & process of control; Budgets-Importance, limitations, budgets and budgetary control.

Direction: Meaning, Definition, Features, Importance, Techniques, Principles & Elements of Direction.

15 lectures

UNIT-2

Motivation : Meaning, definition and characteristics, objectives, classification types, theories X and Y, Theory Z, Herzberg's two factor theory. Maslow's Need Based Theory. Equity theory of Motivation; Methods of Motivation-Financial and Non-Financial: Rules of Effective Motivation, Limitations.

15 lectures

UNIT – 3

Leadership : Introduction, meaning, definition, characteristics, important functions of leaders, Leadership styles, Theories of Leadership: Traditional , Behavioral, Style & Situational Theories, Leadership Effectiveness & Leadership Effectiveness Theory

15 lectures

UNIT- 4

Co-ordination : Meaning, definition, characteristics, co-ordination versus cooperation. Co-ordination as the essence of Management. Principles of co-ordination, advantages& disadvantages of coordination, techniques of co-ordination.

Delegation of authority: Introduction, meaning, definition, features, characteristics, principles of delegation, steps involved in delegation process, advantages of delegation, problems of delegation, guidelines to make delegation more effective. Difference between power and authority, sources of authority, limits of authority, Responsibility- its features, Accountability

15 lectures

UNIT-5

Centralization & Decentralization: importance, advantage, factors determining the degree of decentralization, factors determining the decentralization, importance, advantage & disadvantage, difference between delegation and decentralization, difference between centralization, decentralization.

Staffing: Meaning, Nature, Importance of Staffing Function, responsibilities of staffing, steps of staffing & Staffing as a part of Human Resource Management.

15 lectures

RECOMMENDED BOOKS: Management concepts and practices: Hannagan

Essentials of Management. : Koontz & Weinman

Essentials of Management. : C.R.Basu

Business Organization & Management: P. C. Tulsian & Vishal Pandey

BBA- 205

PRINCIPLES OF ECONOMICS

Maximum Marks: 40

Pass Marks: 16

Duration: 3 hours

UNIT-1

Markets- concepts, structure and forms, characteristics of perfect competition, equilibrium of the firm, Under perfect competition, pricing under perfect competition.

15 lectures

UNIT-2

Monopoly- its characteristics, pricing under monopoly, imperfect (or monopolistic competition) its Characteristics, pricing under monopolistic competition.

15 lectures

UNIT-3

Concept of costs- Prime cost, supplementary cost, opportunity cost, cost curves, marginal cost, revenue curves, concept of marginal revenue.

15 lectures

UNIT-4

Supply analysis, theory of population, laws of returns, theory of production.

15 lectures

UNIT-5

Concepts of national income (GDP, GNP, NDP, NNP, PI, DI) measurement, National income and its Method, problems of measurement.

15 lectures

RECOMMENDED BOOKS: Economics for Managers : P.N. Chopra

Macroeconomic Analysis. ; Jhingan

Economics: Varshney

