

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.B.A. (Semester -II)
Communication Skills II
(Syllabus effective from Academic Year 2017-18 to 2019-
20)

Objectives:

1. To know the basic concepts of communication
2. To understand the communication process and its elements: Listening, Speaking, Reading and Writing)

Text Prescribed:

Vibrant English Ed. Boards of Editors (Orient Black swan)

CHAPTERSPRESCRIBED:

1. Communication: An Overview
2. Listening Skills
3. Oral Communication
4. Reading Skills
5. Paragraph Writing Abilities
6. Letter Writing Abilities

Questionpaper styleanddistributionofmarks.

	Type of Question	Marks
Q 1	Theoretical questions from the chapters prescribed (2/4) (Semi-Long type Questions)	14
Q 2	(a) Phonetic Transcription of Words(3/5) (3 Marks) (b) Word –Stress (3/5) (3 Marks) (c) Role Play with a Partner (1/2) (7 Marks)	13
Q 3	A. Reading Comprehension (one passage to be given) (5 marks) B. Paragraph Writing (1/3) (8 marks)	13
Q 4	Letter Writing (1/2)	10
Total Marks		50

VEER NARMAD SOUTH GUJARAT UNIVERSITY
 First Year B.B.A. (Semester -I)
Elements of Economics I
 (Syllabus effective from Academic Year 2016-17 onwards)

Objective:

The course has been so designed to expose the students to the fundamentals & essentials of economics & develop in them the skills to apply the same in this age of globalization & economic dominance.

Unit	Course Contents	Weightage
1	<p><u>Nature & Scope of Economics</u></p> <p>1.1 Meaning of an Economic Problem 1.2 The Problem of Scarcity 1.3 The Problem of Choice 1.4 The Problem of Efficiency 1.5 Economic & Non-Economic activities 1.6 Early Definition of Economics 1.7 Economics as a Science of Wealth: Evaluation & Criticism of wealth definition of Economics 1.8 Economics as Science of Material Welfare: Evaluation & Criticism of a Welfare definition of Economics 1.9 Economics as a Science of Scarcity: Evaluation & Criticism of scarcity definition of Economics 1.10 Economics as a Science of Growth & Development 1.11 Micro Economics:- i. Meaning ii. Subject Matter iii. Advantages iv. Limitations. 1.12 Macro Economics:- i. Meaning ii. Subject Matter iii. Advantages iv. Limitations 1.13 Nature of Economics - Economics as a Science & as an Art - Economics as Positive Science & Normative Science 1.14 Scope Of Economics 1.15 Relationship of Economics with other disciplines</p>	30%

2	<p><u>DEMAND ANALYSIS</u></p> <p>2.1 Meaning of Demand</p> <p>2.2 Types of Demand</p> <ul style="list-style-type: none"> ➤ Price Demand ➤ Income Demand ➤ Cross Demand <p>2.3 Demand Distinctions</p> <ul style="list-style-type: none"> ➤ Demand for Consumer's goods & Producer's goods ➤ Demand for perishable goods & Durable Goods ➤ Firm & Industry Demand ➤ Derived & Autonomous Demand ➤ Short-run & Long-run Demand ➤ Individual & Market Demand <p>2.4 Law of Demand</p> <ul style="list-style-type: none"> ➤ Demands Function ➤ Demand Schedule ➤ Market Demand Schedule ➤ Demand Curve ➤ Assumptions of the Law of Demand ➤ Reasons for the law of Demand. Why does the Demand curve slopes downwards? ➤ Exceptions to the Law of Demand or Perverse Demand curve ➤ Change in Demand & Shift in Demand ➤ Determinants or Factors affecting the Demand Schedule 	20%
3	<p><u>ELASTICITY OF DEMAND</u></p> <p>3.1 Introduction- Various Concepts of Demand Elasticity</p> <p>3.2 Elastic & In-Elastic Demand</p> <p>3.2.1 Price Elasticity of Demand</p> <ul style="list-style-type: none"> ➤ Meaning of Price Elasticity of Demand ➤ Types of Price Elasticity of Demand ➤ Measurement of Price Elasticity of Demand ➤ Determinants of Price Elasticity of Demand ➤ Importance of Price Elasticity of Demand in Business <p>3.2.2 Income Elasticity of Demand</p> <ul style="list-style-type: none"> ➤ Meaning of Income Elasticity of Demand ➤ Types of Income Elasticity of Demand ➤ Importance of Income Elasticity for Business Firms <p>3.2.3 Cross Elasticity of Demand</p> <ul style="list-style-type: none"> ➤ Meaning of Cross Elasticity of Demand ➤ Cross Elasticity Of Demand: Substitutes & 	20%

	Complements 3.2.4 Promotional or Advertising Elasticity of Demand	
4	<p><u>COST ANALYSIS & REVENUE ANALYSIS</u></p> <p>4.1 Cost Concepts</p> <ul style="list-style-type: none"> ➤ Opportunity cost & Actual Costs ➤ Accounting Cost & Economics costs ➤ Fixed & Variable cost <p>4.2 Short Run Cost Analysis or Short run cost output relationship</p> <ul style="list-style-type: none"> ➤ Meaning of Short-run ➤ Short-run fixed & Variable costs ➤ Importance of distinction between Fixed & Variable costs ➤ Short run TFC, TVC, TC ➤ Short run AC/ATC, AFC, AVC ➤ Short run Marginal cost MC ➤ Reasons for the “U” shape of AC curve ➤ Relationship between AC & MC curves <p>4.3 Long- Run cost analysis or Long-run Cost output relationships</p> <ul style="list-style-type: none"> ➤ Meaning of Long run ➤ Long run AC curve ➤ Long run MC curve <p>4.4 Concepts of Revenue</p> <p>4.5 Revenue & Revenue Curves</p> <ul style="list-style-type: none"> ➤ Total Revenue (TR) ➤ Average Revenue (AR) ➤ Marginal Revenue (MR) <p>4.6 Relationship between AR & MR in Perfect Competition Market and Monopoly Market</p>	30%

Suggested Readings:

1. Modern Microeconomics: Theory & Application-H.L. Ahuja, Publisher Sultan Chand.
2. Advanced Microeconomics Theory-M.J.Kennedy Himalaya Publishing House.
3. Principles of Economics-PremBhutani ,Taxmann Allied Services (P)Ltd.
4. Economics-Paul Samuelson William Nordhaus Tata MacGraw-Hill.
5. Introduction to Positive Economics-Richard Lipsey Oxford University press.
6. Principles of Economics – D. M. Mithani, Himalaya Publishing House.
7. Introduction to Economics – Stephan Dobson, MACMILLAN.
8. Managerial Economics – Analysis, Problems & Cases–P.L.Mehta Sultan Chand & sons.
9. Essentials of Managerial Economics – P. N. Reddy, Himalaya Publishing House.
10. Business Economics – H. L. Ahuja, Sultan Chand.
11. Indian Economy – S. K. Misra, V. K. Puri, Himalaya Publishing House.
12. Economics, the ICFAI University.

13. Principles of Economics – M. L. Seth.

14. Principles of Economics – N. Gregory MANKIW, Thomson South Western.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

First Year B.B.A. (Semester -I)

Computer Application I

(Syllabus effective from June 2011 onwards)

Unit	Course Contents	Weightage
1	<u>Introduction to Hardware</u> 1. Computer Introduction 2. Characteristics & limitation of computer 3. Block diagram of computer 4. Input/ Output/Storage Devices	20%
2	<u>Introduction to Software</u> 1. Types of software(System s/w and Application s/w) 2. Computer Languages (Low level and High level) 3. Operating system (Functions, Features and types of OS)	20%
3	<u>Introduction to Windows</u> 1. Windows objects (Title bar, Menu bar, Tool bar, Status bar, Scroll bar) 2. Desktop Component (Task bar, My computer, my n/w place, Recycle bin) 3. File Manager and Print Manager	20%
4	<u>Word Processing Package</u> 1. Features 2. Formatting Text and Paragraph 3. Working with Tables 4. Bullets and Numbering 5. Graphics 6. Hyperlink and Bookmark 7. Macro 8. Mail Merge	20%
5	<u>Presentation Package</u> 1. Creating and Editing Slides and Objects 2. Custom animation Effect 3. Slide Transition effect	20%

	4. Design Templates 5. Running Slide Show	
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Suggested Readings:

1. Computer application in Mangement by Ak.Saini
2. Fundamentals of Computer by P.Mohan
3. Information Technology by SushilaMadan
4. Computer Fundamentals by Ashok Arora &Sefali Bansal
5. How computer works by Ron White, Techmedia

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.B.A. (Semester -I)
Soft Skills I
(Syllabus effective from Academic Year 2017-18 to 2019-20)

Objectives:

1. To enable the learner to develop an understanding towards each other.
2. To harness Their communicative strengths and facilitate and implement greater groupethics,
3. To enhance their employability through their personality development and positiveattitude.
4. To enable them to acquire the soft skill. - Through thorough self-assessment.
5. To enjoy literary pieces and side-by-side understanding and acquiring soft skills.

Text Prescribed:

English & Soft Skills Ed. S. P. Dhanavel (Orient Black Swan)

CHAPTERSPRESCRIBED

1. Listening Skills
2. Team-work skills
3. Emotional Intelligence Skills
4. Assertive Skills
5. Learning Skills

Note:The Teachers are supposed to help the students in solving all the exercises and task following the Texts

Questionpaper styleanddistributionofmarks for the University exams

Q. No.	Type of Question	Marks
Q 1	Comprehension questions from “understanding the story” 4/6	12
Q 2	Short answer type Questions from “Thinking about soft skills”& 'Soft Skills at work place' 4/6	12
Q 3	An essay on ‘ Real Life Experience’ with reference to soft skill	10
Q 4	(a) Expand the Proverb (1 out of 3)	6

	(to be asked from proverbs on soft skills)	
	(b)Vocabulary and Grammar (From the Text)	10
	Total	50

	function of management by Hungarian Method.	15%
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Suggested Readings:

- 1) Business mathematics - D.C.Sancheti, V.K.Kapoor
- 2) Operation Research - Goyal& Mittal
- 3) Mathematics for Business Studies - J.K. Thakral
- 4) Operation Research - J. K. Sharma

VEER NARMAD SOUTH GUJARAT UNIVERSITY
 First Year BBA (Semester -I)
Financial Accounting -I
 (Syllabus effective from Academic Year 2016-17 onwards)

Objective:

9. To impart basic accounting knowledge as applicable to business.
10. To impart the further knowledge of concepts, theories and principles and their application in the subject of accounting

Unit	Course Contents	Weightage
1	<p><u>INTRODUCTION:</u></p> <ul style="list-style-type: none"> ● Meaning & Scope of Accounting ● Book-Keeping and Accounting ● Branches of Accounting ● Objectives of Accounting ● Functions and Limitations of Financial Accounting ● Concepts and Conventions ● Fundamentals Accounting Assumptions ● Classification of Accounts 	10%
2	<p><u>BOOK KEEPING:</u></p> <ul style="list-style-type: none"> ● Accounting Cycle ● Rules of Debit and Credit ● Journal, Compound Journal Entry ● Ledger and Various Subsidiary Books ● Rules Regarding Posting ● Trial Balance 	30%
3	<p><u>STOCK INVENTORY VALUATION :</u></p> <ul style="list-style-type: none"> ● Methods of Valuation of Inventory ● FIFO, LIFO and Average Method of Stock/ Inventory Valuation 	20%
4	<p><u>DEPRECIATION:</u></p> <ul style="list-style-type: none"> ● Meaning of Depreciation ● Objectives and Causes of Depreciation ● Methods of recording Depreciation 	25%

	• Depreciation Policy	
5	<u>BANK RECONCILIATION STATEMENT</u>	15%

Suggested Readings:

1. Grewal T. S. Introduction to Accountancy S. Chand & Co.
2. Gupta R. Principles of Accounting. Sultan Chand & Co.
3. Maheshwri S. N. Advanced Accountancy Vikas Publishing House.
4. Mukharjee A. & Hanif, M & Grewal T. S. Modern Accountancy. Tata McGraw Hill
5. Shukla M. C. & Grewal T. S. - Financial Accounting

VEER NARMAD SOUTH GUJARAT UNIVERSITY
 First Year B.B.A. (Semester -II)
Managerial Economics I
 (Syllabus effective from Academic Year 2016-17 onwards)

Objective:

To give a complete and rigorous introduction to basic principles of microeconomics and to demonstrate how applications of economic theory can improve decision making. This subject also aims at giving preliminary idea of the forms of business organization.

Pedagogic Tools:

Lectures, Practical examples from corporate & business world, Assignments & Presentations

Unit	Course Contents	Weightage
1	<p><u>NATURE & SCOPE OF MANAGERIAL ECONOMICS:</u></p> <p>1.1 Introduction- What Managerial Economics is about 1.2 Definition of Managerial Economics 1.3 Managerial Economics and Economic Theory 1.4 Decision Making and Forward Planning 1.5 The Nature and Types of Business Decisions 1.6 Managerial Decision Making Process 1.7 Nature & Scope of Managerial Economics 1.8 Chief Characteristics of Managerial Economics 1.9 Significance of Managerial Economics 1.10 Fundamental concepts in Managerial Economics</p> <p>1.11 Role & Responsibilities of a managerial Economist in Business</p>	30%
2	<p><u>MARKET STRUCTURE ANALYSIS -1:</u></p> <p>2.1 Introduction to Theory of Market Structure 2.2 Perfect Competitive Market</p> <ul style="list-style-type: none"> ➤ Price Determination under Perfect Competition ➤ Features of a Perfectly Competitive Market ➤ Demand Curve facing the Firm & Industry under Perfect competition ➤ Equilibrium of the Firm & Industry under Perfect Competition in Short-run & Long-run <p>2.3 Monopoly</p> <ul style="list-style-type: none"> ➤ Price Determination under Monopoly 	25%

	<ul style="list-style-type: none"> ➤ Features & Causes of Monopoly ➤ Nature of Demand Curve & Marginal revenue curve under Monopoly ➤ Price & Output under Monopoly in Short-run & Long-run <p>2.4 Price Discrimination</p> <ul style="list-style-type: none"> ➤ Meaning of Price Discrimination ➤ Forms of Price Discrimination ➤ Degrees of Price Discrimination ➤ Conditions under which Price Discrimination is possible & Profitable 	
3	<p><u>MARKET STRUCTURE ANALYSIS -2:</u></p> <p>3.1 Price Determination under Monopolistic competition</p> <ul style="list-style-type: none"> ➤ Features of Monopolistic Competition ➤ Nature of Demand Curve (AR) & Marginal Revenue (MR) curves ➤ Concept of Group Equilibrium ➤ Price & Output determination in short run & Long run under Monopolistic Competition <p>3.2 Selling Cost</p> <ul style="list-style-type: none"> ➤ Meaning ➤ Difference between Selling costs & Production costs ➤ Effects of selling cost on Demand curve <p>3.3 Oligopoly</p> <ul style="list-style-type: none"> ➤ Features ➤ Kinked Demand Curve ➤ Price Leadership (Types, Characteristics, Advantages). 	25%
4	<p><u>PROFIT THEORIES</u></p> <p>4.1 Introduction</p> <ul style="list-style-type: none"> ➤ Concepts of Gross Profit, Net Profit, Super Normal Profit, Accounting Profit, Economic Profit ➤ Characteristics of Profit <p>4.2 Theories of Profit</p> <ul style="list-style-type: none"> ➤ Innovation Theory by J.A Schumpeter ➤ Uncertainty Bearing Theory by F.H. Knight ➤ Dynamic Theory by J.B.Clark 	20%

Suggested Readings:

1. Managerial Economics in a Global Economy – Dominick Salvatore, Thomson South-Western
2. Managerial Economics: Application, Strategy & Tactics – Moyers, Harris
3. Managerial Economics-DMMithani, Himalaya Publishing House

4. Managerial Economics-Analysis, Problems & Cases – P. L. Mehta, Sultan Chand
5. Essentials of Managerial Economics – P. N. Reddy, Himalaya Publishing House
6. Managerial Economics – G S Gupta, Tata McGraw-Hill
7. Modern Microeconomics: Theory & Application – H L Ahuja, Sultan Chand
8. Advanced Economic Theory: Microeconomic Analysis-HL Ahuja,Sultan Chand
9. Principles of Microeconomics-H L Ahuja, Sultan Chand
10. Business Economics – H. L. Ahuja, Sultan Chand
11. Economics – Paul Samuelson, William Nordhaus, Tata McGraw-Hill
12. Business Organisation & Management –Y.K.Bhushan, Sultan Chand& Sons.
13. Business Organisation – AcharyaGovekar

VEER NARMAD SOUTH GUJARAT UNIVERSITY

First Year B.B.A. (Semester -I)

Principles of Management I

(Syllabus effective from June 2016 onwards)

Unit.	Course Contents	Weightage
1	<p><u>Introduction to Management:</u></p> <ol style="list-style-type: none">1. Introduction and Definition of Management (People, Efficiency, Decision and Function oriented).2. Evolution of Management Thoughts (Brief Idea about various approaches e.g. Empirical Approach, Human Behaviour Approach, Social Systems Approach, Decision theory Approach and Detail Discussion of System Approach, Contingency Approach, Henry Fayol’s Fourteen Principles)3. Universality of Management<ul style="list-style-type: none">- Arguments in favour and Against of Universality of Management Principles- Conclusion that management theories are Universal & Techniques & Practices are not4. Management Process<ul style="list-style-type: none">- Input (6 Ms), Process (Functions: Planning, Organising, Staffing, Directing and Controlling) and Output (Profit Maximization , Customer Satisfaction, Market Share, Cost Leadership etc)5. Features of Management<ul style="list-style-type: none">- Management is Intangible, Goal Oriented, Universal, Social Process, Group Activity , System of Authority, An Activity, Dynamic, Science as well as an art, Multidisciplinary)6. Management as Science and Art<ul style="list-style-type: none">- Properties of Science and Art- Management as Science- Management as art	35%

	<p>7. Management as a Profession</p> <ul style="list-style-type: none"> - Features of Profession like (Well Defined body of Knowledge, Formal Education and Training , Minimum Qualification , Representative BODY, Service above Self, Ethical code of Conduct) - Pros and Cons of Professionalization of Management - All India Management Association & its codes of Conduct 	
2	<p><u>Planning :</u></p> <ul style="list-style-type: none"> • Definition of Planning & introduction • Features & Importance of Planning • Limitations of Planning • Process of planning • Management by Objectives(MBO)- Meaning & Process • Planning Premises: Meaning & Types <ul style="list-style-type: none"> - Various Internal & External Premises - Classification of premises among three class: Uncontrollable , Semi-controllable & Controllable Premises - Concept of environment and Names of Components of External & Internal environment(SWOT Analysis) • Types of Plan <ul style="list-style-type: none"> - Classification of Plans as per hierarchy (Scope) - Classification as plans as per time - Classification of plans as per functions • Forecasting <ul style="list-style-type: none"> - Definition - Importance to Planning - Techniques of Forecasting(Only Name) • Decision-Making <ul style="list-style-type: none"> - Definition - Process of Decision Making - Qualities of Effective decisions - Individual v/s group decisions, their merits and Demerits - Techniques of Decision Making Only Names) 	45%
3	<p><u>Co-ordination :</u></p>	20%

	<ol style="list-style-type: none">1. Introduction & Definition of Co-ordination2. Need & Importance of Co-ordination3. Techniques of Co-ordination4. System's approach to Co-ordination5. Types of Co-ordination	
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Note: Discuss case study in each Unit. Weightage of case study may be 20%

Suggested Readings:

1. Coulter, M. K., & Robbins, S. P. Management. Pearson Prentice Hall
2. Prasad, L.M. Principles and Practice of Management. Sultan Chand & Sons (Text Book)
3. Rao. V. S. P. Management Text and Cases. Excel Books. (text Book)
4. Weihrich, H., & Koontz, H. Essentials of Management. Tata McGraw Hill Education Private Limited