

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 enable the learners to write various type of reports
2. To enable the learners to be effective presenters professionally
3. To develop correctness in writing through grammar
4. To give an ample scope to acquire some useful skills such as interview skills GD and telephone skills

Text Prescribed: Vibrant English (Orient Black swan)

TOPICSPRESCRIBED

7. Report writing ability
8. Making the Perfect Presentation
10. Grammar
11. Literature
12. Language in Practice

Questionpaper styleanddistributionofmarks.

	Type of Question	Marks
Q 1	Comprehension questions from Literature Section 4/6	12
Q 2	Report Or Presentation	10
Q 3	A. Enacting an interview with a partner Or Taking part in GD (10 marks)	18
	B.Telephone Skills (Conversation) 1/2 (8 marks)	
Q 4	Grammar (From Ch. 10) 10/12	10
Total Marks		50

VEER NARMAD SOUTH GUJARAT UNIVERSITY
 First Year B.B.A. (Semester -II)
Elements of Economics II
 (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>SUPPLY ANALYSIS</u></p> <p>1) Meaning of Supply</p> <ul style="list-style-type: none"> • Stock & Supply <p>2) Law of Supply</p> <ul style="list-style-type: none"> • Supply function • Supply schedule <p>3) Supply curve</p> <ul style="list-style-type: none"> • Assumptions of the law of supply • Exceptions to the law of supply • Determinants or factors affecting supply 	15%
2	<p><u>DEMAND FORECASTING</u></p> <p>1) Meaning & significance</p> <p>2) Types of forecasting</p> <p>3) Steps in forecasting</p> <p>4) Objectives of demand forecasting</p> <p>5) Approaches to demand forecasting: Criteria of a good forecasting method</p> <p>6) Methods of demand forecasting</p> <p>7) Importance of demand forecasting</p> <p>8) Forecasting demand for new products</p>	25%
3	<p><u>NATIONAL INCOME</u></p> <p>Meaning & Definitions</p> <p>1. Basic Concept of national income</p> <ul style="list-style-type: none"> • Gross National Product (GNP) • Gross Domestic Product (GDP) • Net National Product (NNP) • Personal Income (PI) 	25%

	<ul style="list-style-type: none"> • Disposable Income (DI) <p>2. Methods of Measuring national income</p> <ul style="list-style-type: none"> • Census of Product method or Output method or commodity service method • Census of Income method or Factor cost method • Census of Expenditure method or Total outlay method <p>3. Problems in the estimation of national income</p> <ul style="list-style-type: none"> • Conceptual problems • Statistical problems <p>4. Significance of national income estimates</p> <p>5. Circular flow of economic activity</p> <ul style="list-style-type: none"> • Two sector model 	
4	<p><u>MONEY SUPPLY</u></p> <p>1. Definition of Money</p> <ul style="list-style-type: none"> • Money & Near Money • Functions of Money • Components of Money supply • Determinants of Money supply • Importance of Money • Evils of Money • Demand for Money 	20%
5	<p><u>BUSINESS CYCLE</u></p> <p>1. Definition of a Business Cycle</p> <p>2. Features of a Business Cycle</p> <p>3. Classification of a Business Cycle</p> <p>4. Phases of a Business cycle</p> <ul style="list-style-type: none"> • Prosperity • Recession • Depression • Recovery 	15%

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 -II)
Computer Application II
 (Syllabus effective from November 2011 onwards)

Unit	Course Contents	Weightage
1	<p><u>Introduction to MS Excel and Function</u></p> <ol style="list-style-type: none"> 1. Counting function 2. Mathematical function 3. Date & Time function 4. Text function 5. Logical Function 6. Lookup and reference function 7. Statistical function 8. Financial function 9. Total & Subtotal function 10.D function 	30%
2	<p><u>Analysis of Data</u></p> <ol style="list-style-type: none"> 1. Data consolidation 2. Goal seek 3. Solver 	20%
3	<p><u>Data analysis using Excel</u></p> <ol style="list-style-type: none"> 1. Use of Built in data form in excel 2. Sorting, Filtering in excel 3. Correlation –Regression and using add-ins 4. Macros 	30%
4	<p><u>Database in Excel and Access (DBMS)</u></p> <ol style="list-style-type: none"> 1. Introduction to database (database, field, table, record, primary) 2. Basic of internal data 3. Limitation & Importance 4. Creating , editing , sorting database in access 5. Creating relationship between tables in Access 6. Creating form, Query and Report with wizard in Access 	20%

Suggested Readings:

1. Mastering Excel By Mindy & Martin
2. Mastering Access By Alan Simpson , Cleste Robinson B.P.B. Publications

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.B.A. (Semester -II)
Communication & Soft Skills II
(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 group ethics,
3. To enhance their employability through their personality development and positive attitude.
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)

TOPICS PRESCRIBED

6. Problem Solving Skills
7. Interview skills
8. Adaptability Skills
9. Non Verbal Communication Skills
10. Written Communication Skills

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

Question paper style and distribution of marks

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	Job Application with Resume Or Interviewing a Retired Company Professional regarding his	10

	Experiences of Work	
Q 4	Expand the Proverb (to be asked from proverbs on soft skills) Or Memo Writing	6
	Vocabulary and Grammar (From prescribed Chapters only)	10
	Total	50

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.B.A. (Semester -II)
Quantitative Methods-II (Mathematics Oriented)
(Syllabus effective from November 2011 onwards)

Objective:

The course is designed to impart the basic knowledge of mathematics, to acquaint the students with the practical utility of the subject with special reference to business and commerce and equip them with those mathematical tools and techniques which shall provide them the necessary background for the applications of these techniques in different areas of management.

Pedagogic Tools:

Lectures, Practical examples from business world, assignments & presentations.

Unit	Course Contents	Weightage
1	<u>Set Theory:</u> 11. Definition of set and different types of sets 12. Venn Diagram, De Morgan's law 13. Law of algebra of sets and Cartesian product of two sets 14. Natural Numbers, Rational members, Real numbers, Absolute values and its properties 15. Examples	10%
2	<u>Function:</u> 1. Relation 2. Functions and different types of functions 3. Graphs of function 4. Function used in Economics 5. Examples	25%
3	<u>Calculus:</u> 1. Limit <ul style="list-style-type: none">• Limit of a function, Limit of an addition, subtraction,• product, quotient of two functions• Some special types of limit• Examples 2. Differentiation <ul style="list-style-type: none">• Derivative of different types of functions.	20%

VEER NARMAD SOUTH GUJARAT UNIVERSITY
 First Year BBA (Semester -II)
Financial Accounting Paper II
 Course Code CC 205 A
 (Syllabus effective from Academic Year 2016-17 onwards)

Objective:

- 16.To impart basic accounting knowledge as applicable to business.
 17.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>STRUCTURE OF BALANCE SHEET:</u></p> <p>(including structure of a Company Balance sheet as per Companies Act 2013) (Excluding Adjustments)</p> <ol style="list-style-type: none"> 1. <u>Balance Sheet:</u> Meaning and purpose and it's presentation 2. <u>Form of Balance Sheet</u> <ul style="list-style-type: none"> • Horizontal • Vertical 3. <u>Computation of the following from a given Balance Sheet</u> <ul style="list-style-type: none"> • Owners' Fund • Reserves and Surplus • Long Term Liabilities • Total Investment as per books of accounts • Long term investment as per books of accounts • Gross current assets (gross and net working capital) 	20%
2	<p><u>FINAL ACCOUNTS (with preliminary adjustments):</u></p> <ul style="list-style-type: none"> • Final Accounts of Sole Proprietorship • Final Accounts of Company 	35%
3	<p><u>COMPUTER ACCOUNTING (Basic knowledge of computer accounting):</u></p> <ul style="list-style-type: none"> • Introduction and Framework of Computer Accounting • Role of Computer Accounting • Advantages, Limitations and Reasons for Computerization 	15%

	<ul style="list-style-type: none"> • Preparatory work and Master creation • Generation of printouts, preservation of data and Reports Practical with one of the accounting programme (recommended Tally software system – latest version at the time of beginning of the academic year) 	
4	<p><u>Element of Costing:</u></p> <ul style="list-style-type: none"> • Conceptual and Meaning of Cost Accounting • Advantages and Limitations of Cost Accounting • Concepts of Costs • Classification of Costs • Cost Sheet • Cost Controlling • Cost Centers 	30%

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 II
 (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>PRODUCTION ANALYSIS:</u></p> <p>1. Production Function</p> <ul style="list-style-type: none"> • Meaning & classification of Factors of Production • Meaning & significance of Production Function in Business • Linear Homogeneous Production function • Short-run & Long-run Production function • Cobb-Douglas Production function <p>2. Theory of Production</p> <ul style="list-style-type: none"> • Concept of Total Product, Average Product and Marginal Product • Law of Variable Proportions • Economies & Diseconomies of scale • Returns to Scale <p>3. Production Function with Two Variable Inputs</p> <ul style="list-style-type: none"> • Meaning & General Properties of ISO - Quants • Marginal Rate of Technical Substitution (MRTS) <p>4. Optimum Factor Combination</p> <ul style="list-style-type: none"> • Concept of ISO-Cost Lines • Least Cost Combination of Factors (Choice of Inputs) • The Economic Region of Production (Ridge Lines) • Expansion Path 	40%
2	<p>A. <u>CAPITAL BUDGETING:</u></p> <ul style="list-style-type: none"> • Meaning of Capital Budgeting • Need & Nature of Capital Budgeting • Demand for Capital 	30%

	<ul style="list-style-type: none"> • Supply of Capital (Sources of Capital) • Capital Rationing <p>B. <u>INVESTMENT ANALYSIS:</u></p> <p>Methods of evaluating Investment proposals</p> <p>1. Modern techniques of Investment Appraisal</p> <ul style="list-style-type: none"> • Net Present Value criterion (NPV) • Profitability Index criterion (PI) • Internal Rate of Return criterion (IRR) <p>2. Traditional Methods of Investment Appraisal</p> <ul style="list-style-type: none"> • Payback period method • Average Rate of Return (ARR) 	
3	<p><u>FORMS OF BUSINESS ORGANISATION (FBO):</u></p> <p>A. Sole Proprietorship</p> <ul style="list-style-type: none"> • Meaning, Features, Merits & Demerits <p>B. Partnership</p> <ul style="list-style-type: none"> • Meaning, Features, Merits & Demerits • Kinds of Partners • Partnership deed and Process of Registration • Distinction between Partnership & Proprietorship <p>C. Joint Stock Company</p> <ul style="list-style-type: none"> • Meaning, Features, Merits & Demerits • Kinds of Company (Brief introduction only) • Distinction between Public Company & Private Company <p>D. Public Enterprise</p> <ul style="list-style-type: none"> • Meaning, Features, Merits & Demerits <p>E. Joint Venture</p> <ul style="list-style-type: none"> • Meaning, Features, Merits & Demerits <p>F. Multinational Corporations</p> <ul style="list-style-type: none"> • Meaning, Features, Merits & Demerits 	30%

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 -II)
Principles of Management II
 (Syllabus effective from December 2016 onwards)

Unit.	Course Contents	Weightage
1	<p><u>ORGANISING:</u></p> <ol style="list-style-type: none"> 1. Definition of organizing & introduction 2. Process of organizing 3. Principles of organizing 4. Types of organizations or organization structure: Structure, Features, Merits and Demerits <ul style="list-style-type: none"> • Line Organisation • Line & Staff Organisation • Matrix Organisation • Committee 5. Departmentation & Basis of departmentation: Functional, Territorial (Geographical), Product wise, Customer wise, Process wise, Time wise 6. Concepts of Authority, Responsibility and Accountability Process and Principles of Delegation of Authority 7. Concept of Centralisation & Decentralisation. Factors affecting centralization & decentralization 8. Concept of Informal Organizations - Difference between formal and informal groups, Reasons of Informal Organisation 9. Blocks to effective Delegation - Measures of effective Delegation. 	40%
2	<p><u>STAFFING AND DIRECTING:</u></p> <ol style="list-style-type: none"> 1. Staffing: <ul style="list-style-type: none"> • Concept and Meaning of Staffing • Concept and Meaning of Recruitment and Selection • Sources of Recruitment (Internal & External) • Concept and Meaning of Training and Development 2. Direction: <ul style="list-style-type: none"> • Meaning and features of direction 	35%

	<ul style="list-style-type: none"> • Importance of direction • Principles of direction <p>3. Leadership</p> <ul style="list-style-type: none"> • Definition of Leadership • Qualities of a good leader (Successful leader) • Styles of leadership as per trait theory <p>4. Supervision:</p> <ul style="list-style-type: none"> • Meaning and Roles of Supervisor • How to supervise effectively • Skills of a good supervisor. 	
3	<p><u>CONTROLLING:</u></p> <ol style="list-style-type: none"> 1. Definition of control 2. Importance of control & its relation to Planning 3. Process of control 4. Resistance to control and methods to overcome this resistance. 5. Control techniques : viz. Break Even Point Analysis, Budgetary Control, Zero Based Budgeting, Responsibility accounting, Standard Costing, Total Quality Management (TQM), Management Information System (MIS), Kaizen, Budgetary control: Types of budgets, Meaning, benefits and problems & limitations 	20%

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