



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## BBA+Ph.D- I SEMESTER (20-23)

### BBAI101 PRINCIPLES OF MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI101	Principles of Management	60	20	20	-	-	4		-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objectives

1. This subject is designed to provide a basic understanding to the students with reference to working of business organizations through the process of management.
2. The first part of this course will give a brief understanding of the managerial functions of planning (including decision making) and organizing.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcomes

1. Understand the major functions of management
2. Describe the interrelationship among the various functions of Management
3. Develop a general management perspective
4. Use analytical skills for decision making.

## COURSE CONTENT

### Unit I: Nature and Evolution of Management

1. Meaning, Nature and Concept of Management
2. Functions and Responsibilities of Managers
3. Evolution of Management Thoughts
4. Hawthorne study, Principles of Fayol



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## Unit II: Planning

1. Planning: Nature and Purpose of Planning
2. Planning Process, Types of Planning
3. Advantages and limitations of Planning
4. MBO

## Unit III: Organizing

1. Nature and Purpose of Organizing
2. Departmentation
3. Span of control
4. Line and Staff Relationship
5. Delegation and Decentralization

## Unit IV: Directing

1. Meaning and Characteristics of Direction
2. Elements of Direction
3. Principles of effective Direction
4. Direction Process

## Unit V: Controlling

1. Concepts and Process of Controlling
2. Controlling Techniques
3. Feedback and Feed Forward Controls
4. Profit and Loss Control
5. Budgetary Control
6. Return on Investment Control

## Suggested Readings

1. Koontz, H. and Weihrich, H. (2008). *Essentials of Management*. Tata McGraw-Hill Education, India, Latest Edition.
2. Robbins and Coulter (2007). *Management*. Prentice Hall of India, Latest Edition.
3. Frederick S. and Hillier, M. (2008). *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets*. McGraw Hill, India.
4. Weihrich, H. and Koontz, H. (2011). *Management: A Global and Entrepreneurial Perspective*. McGraw-Hill Education, New Delhi, India.
5. Tripathi, P.C. and Reddy, P.N.(2012). *Principles of Management*. Tata McGraw Hill Education, New Delhi, India, Latest Edition.



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## BBAI102 PRINCIPLES OF FINANCIAL ACCOUNTING

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM I University Exam	Two Term Exam	Assessment* nt*	END SEM I University Exam	Assessment* nt*				
BBAI102	Principles of Financial Accounting	60	20	20	-	-	4	-	-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objective

To implant basic accounting knowledge as applicable to business. Also, to guide students about importance of Financial Accounting.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 24 Marks and consist of three questions, out of which student will be required to attempt any two questions. Section B will comprise of five questions, out of which student will be required to attempt any three cases / problems worth 36 marks.

### Course Outcomes

1. Understand the major functions of Accounting.
2. Describe Practical Implication of principals of Accounting.
3. Develop a understanding of key features of Accounting
4. Use analytical skills for calculating various problems related to day-to-day finance.

## COURSE CONTENT

### Unit I: Introduction to Accounting

1. Basics of Accounting
2. Accounting Mechanics



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3. Classification
4. Concepts and Conventions
5. Indian Accounting Standards

### Unit II: Journal and Ledger

1. Journal: Meaning and Advantages
2. Ledger meaning
3. Posting and Balancing

### Unit III: Trial Balance

1. Trial Balance
2. Objectives, defects, locating errors and preparations of TIB

### Unit IV: Final Accounts

1. Trading Account
2. Profit and Loss Account
3. Forms of Balance Sheet
4. Assets and their Classification, Liabilities and their Classification
5. Uses and Limitations
6. Expenditure

### Unit V: Depreciation

1. Meaning, Determinant Factors
2. Methods (straight line and diminishing balance) and Significance

### Suggested Readings

1. Tulsian, P.C. and Tulsian, B. (2016). *Financial Accounting*. S Chand Publications.
2. Shukla, S.M. (2019). *Financial Accounting*. Sahitya Bhawan Publications
3. Rajasekaran, V. and Lalitha, R. (2010). *Financial Accounting*. Pearson Publications
4. Hanif, M. and Mukherjee, A. (2018). *Financial Accounting*. McGraw Hill Publications
5. Arora, M.N., Achalapathi S. and Brinda, S.(2018). *Financial Accounting*. Taxmann's
6. Sehgal, D. (2018). *Financial Accounting*. Vikas Publishing House, New Delhi.



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## BBAI103 PRINCIPLES OF COMMUNICATION

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI103	Principles of Communication	60	20	20	-	-	4	-	-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objective

The objective of this course is to develop communication skills, discover what business communication is all about and to learn how to adapt communication experiences in life and college to the business world.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcomes

1. To have proficiency in written and verbal communication.
2. To understand the dynamics of communication and correspondence.
3. To have the ability to recognize and appreciate quality written pieces.

## COURSE CONTENT

### Unit I: Introduction

1. Defining Communication
2. Process of communication
3. Principles of effective communication
4. Importance of business communication and Importance of feedback



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5. Barriers to communication

### Unit II: Communication Networks

1. Formal : Upward, Downward, Lateral
2. Informal : Grapevine; Advantages and Disadvantages of the grapevine
3. Verbal Communication
4. Non-Verbal Communication

### Unit III: Business Letters and Reports Writing:

1. Introduction to business letter, Types of Business Letters , Writing routine and persuasive letters
2. Writing Reports: Purpose, Kinds and Objectives of reports,
3. Preparing reports, Short and Long reports

### Unit IV: Writing Proposals, Memos, Resumes and Applications

1. Writing Proposals: Structure and preparation
2. Writing Memos
3. Writing Resumes
4. Application letters

### Unit V: Employment Communication

1. Interview skills: Interviewing and being interviewed
2. Group Discussions
3. Presentation Skills

### Suggested Readings

1. Chaturvedi, P.D. (2004). *Business Communication Concepts Cases and Applications*. Pearson Education, India, Latest Edition.
2. Penrose (2003). *Business Communication for Managers*. Cengage Learning, India, Latest Edition.
3. Krizan (2008). *Effective Business Communication*. Cengage Learning, India, Latest Edition.
4. Courtland, L. (1989). *Techniques of Writing Business Letters, Memos and Reports*. Jaico Publishing House, Latest Edition.
5. Kaul, A. (2015). *Business Communication*. PHI Learning, Latest Edition.
6. Loudon, K.C. and Loudon, J. P. (2013). *Management Information Systems*. Pearson Education Limited, Latest Edition.
7. Jawadekar, W. S. (2009). *Management Information Systems: Text and Cases*. Tata McGraw Hill, Latest Edition.



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## BBAI104 PRINCIPLES OF MICRO ECONOMICS

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI104	Principles of Micro Economics	60	20	20	-	-	4	-	-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objectives

1. To become familiar with the basics of Economic system and the process of economic reforms.
2. To Guide students importance of Economics in Modern Business

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcomes

1. Understand microeconomics concepts like demand, consumer behavior and consumption function.
2. Understand the relationships across different microeconomic variables.

## COURSE CONTENT

### Unit I: Nature and Scope of Managerial Economics

1. Meaning and Characteristics
2. Scope of Micro Economics for Managerial purpose
3. Economics in Business Decision Making



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## Unit II: Demand

1. Determinants of Demand
2. Law of Demand-Demand Curve
3. Elasticity of Demand and its types and Measurement

## Unit III: Theory of Consumer Behavior

1. Cardinal and Ordinal Utility Theory
2. Consumer's equilibrium, income consumption curve
3. Price consumption curve, income and substitution effects of normal goods

## Unit IV: Demand Forecasting and Theory of Production

1. Purpose, Techniques
2. Production Function (meaning)
3. Law of Diminishing Returns
4. Three stages of Production in Short Run

## Unit V Theory of Cost and Market Structure

1. Types of Cost Curves
2. Economies and Diseconomies of scale
3. Perfect Competition
4. Monopoly
5. Monopolistic Competition

## Suggested Readings

1. Dwivedi, D. N(2009). *Managerial Economics*. Vikas Publishing House: New Delhi..
2. Varshney and Maheshwari(2009). *Managerial Economics*. Sultan Chand and Sons: New Delhi, Latest Edition.
3. Dholakia and Oza(2012). *Microeconomics for Management Students*. Oxford University Press: New Delhi. Latest Edition.
4. Udipto Roy. *Managerial Economics*. Asian Book: Kolkata. Latest Edition.
5. Samuelson and [Nordhaus](#)(2009). *Economics*. Tata-McGraw Hill: New Delhi. Latest Edition.





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## BBAI105 PRINCIPLES OF SOCIAL PSYCHOLOGY

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Assessment*	END SEM University Exam	Assessment*				
BBAI105	Principles of Social Psychology	60	20	20	-	-	4	-	-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objective

The Objective of this course are to understand human behavior in social settings. Students will be able to comprehend the causes of behavior as well as the methods of improvement by going through this course.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcomes

1. To demonstrate an understanding of the relations between and among people in the work context.
2. To understand the knowledge of individual differences is used in selection, placements, promotion and rating of employees.

## COURSE CONTENT

### Unit I: Social Psychology

1. Definition
2. Core Concerns of Social Psychology



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3. Theoretical Perspective : Role Theory, Reinforcement Theory, Social learning theory, Cognitive theory

### Unit II: Social Perception and Social Cognition

1. Attribution Theory
2. Impression Formation and Impression Management
3. Social Cognition: Concept, Errors, Influence of affect on Cognition
4. Attitude : Formation, Theories and Measurement

### Unit III: Social Identity

1. Self-Concept
2. Self-esteem
3. Self-efficacy
4. Self-monitoring and self-focusing.

### Unit IV: Social Influence

1. Conformity
2. Compliance
3. Obedience

### Unit V: Socialization

1. Socialization : Concept, Agents, Process
2. Theories of Self Development
3. Outcomes of Socialization

### Suggested Readings

1. Delamater J. and Myers Danail (2009). *Textbook of Social Psychology*. Cengage Learning. Latest Edition.
2. Baron Robert and Byrne Donn (2003). *Social Psychology*. Prentice Hall of India Pvt. Limited, New Delhi.
3. Taylor,(1997).*Social Psychology*. Pearson Education. Latest Edition.
4. Myers David G., Sahajpal, P., Behra, P. (2012).*Social Psychology*. McGraw Hill Education, New Delhi, latest Edition.
5. Howitt , Michael, and Duncan (1989).*Social Psychology: Conflicts and Continuities*. Tata Mc GrawHill.Latest Edition