



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

BBA-RURAL MANAGEMENT – 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
3. Classification



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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
5. Barriers to communication



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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. Jawadkar, 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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BBARM103 RURAL SOCIETY AND POLITY

| 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* | | | | |
| BBARM103 | RURAL SOCIETY AND POLITY | 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 facilitate the students to understand the basic nature of rural society in India
2. To explain important structural components of Indian society and their significance for rural social life.
3. To explain the nature of local governance structure and social processes of rural India.
4. To enable the students to have basic ideas of rural demography and rural economy in contemporary India.
5. To familiarize with the rural social transformation aspects in contemporary times

Learning Outcomes

At the end of the course, the student will be able to

1. Describe the key aspects of Rural Society in India
2. Identify important structural components of Indian society and their significance for rural social life
3. Apply the knowledge of local governance structure and social processes of rural India
4. Analyse the dynamics of local rural population and local rural economy
5. Comprehend on rural transformation in contemporary terms



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Course Content:

Unit 1: Rural Society in India: Historical understanding and Perspectives

India and its villages- historical understanding, rural-urban differences and continuum- Various perspectives for understanding rural India- nationalist and subaltern perspectives, stereotypes and myths about Indian villages- Various dimensions of rural life: economic, political and religious

Transaction Methodology: Classroom teaching and discussion

Unit 2: Rural Society: Basic Social Structure

Understanding village through various social categories-Caste as a social institution- privileges and exclusions- Tribes/Indigenous people in rural India- problems of identity and development, relation between state and the Adivasis/indigenous people- Gender aspects of rural society- impact on life chances.

Transaction Methodology: Case analysis and discussion

Unit-3: Village India: Political Structure and Processes

Historical understanding of village political self-governance; contemporary rural local self- governance after 73rd Constitutional amendment: structure and political process; Challenges for Panchayati-raj governance in rural India

Transaction Methodology: Village visit, Participative Rural Appraisal and debriefing in the class

Unit 4: Fundamentals of Rural Demography and Economics

Rural population (size, birth and death rates, causes and socio-economic implications of rapid growth in rural population and pressure on occupational structure) – Rural Economics (Nature, scope and importance)



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- Analysis of rural labour force - Participation of women in rural labour force
- Rural poverty (Inequality, Rural unemployment)

Transaction Methodology: Classroom teaching

Unit-5: Rural Social Transformation in Contemporary Times

Education, health and sanitation challenges in rural society; religion and caste based social processes; consumerism and aspiration of rural population; challenges for rural transformation.

Transaction Methodology: Classroom teaching and Discussion

Suggested Readings:

- Choudhary, B. (1982). *Tribal Development in India*. Inter-India Publications: New Delhi.
- Desai, A.R. (1969). *Rural Sociology and India*. Popular Prakashan: Bombay .
- Puri.V.K. and Misra.S.K (2014). *Indian Economy*. Himalaya Publishing House.
- Singh,S. (1987). *Scheduled Castes and India- Dimensions of Social Change*. Jain Publication House: Delhi.