

Bachelor of Business Administration (BBA) Syllabus
GUJARAT UNIVERSITY
SYLLABUS FOR F.Y BBA
SEMESTER I

CORE COURSE – 101 PRINCIPLES OF MANAGEMENT - I

Introduction: The field of management has undergone a sea change and has today assumed a form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and new issues and findings are constantly emerging. This field is attracting many people who want to undergo a formal training in this area.

Objective: This subject is designed to provide a basic understanding to the students with reference to working of business organizations through the process of management. The first part of this course (offered in the first semester) will give a brief understanding of the managerial functions of planning (including decision-making) and organizing. The second part (offered in the second semester) will throw light on the managerial functions of staffing, directing and controlling.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT I: Introduction to Management and Planning (10 Hours)

Management: Meaning and process of management.

Planning: Meaning; planning process; planning premises; types of plans – based on breadth and use.

UNIT II: Forecasting, Decision making (10 Hours)

Forecasting: Meaning; techniques of forecasting – Historical analogy method, survey method, business barometers, time series analysis, regression analysis, significance and limitations of forecasting

Decision making: Meaning; decision making process; techniques of decision making – Decision Tree, PERT and CPM.

UNIT III: Organizing – Part 1 (10 Hours)

A. Introduction - Meaning of organizing; principles of organizing.

B. Departmentation – Meaning; bases of departmentation – function wise, product wise, territory wise, process wise and customer wise.

C. Delegation – Meaning; elements of delegation; principles of effective delegation.

D. Centralization and decentralization – Meaning; factors affecting degree of centralization and decentralization.

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UNIT IV: Organizing – Part 2: Types of organizations (10 Hours)

- A. Formal organizations: Line; Functional; Line and staff; Committee (only the meaning, advantages and limitations of all the four forms)
- B. Informal organizations: Meaning; benefits; problems.

Text:

1. *L. M. Prasad*; Principles of Management; Sultan Chand and Sons, 6th edition.
2. *Karminder Ghuman and K. Aswathapa*; Management – Concept, Practice and Cases; Tata McGraw Hill; 1st edition (2010)

Reference Book:

1. *Gupta, Sharma and Bhalla*; Principles of Business Management; Kalyani Publications; 1st edition.

Topics for assignments:

1. Levels of management and the combination of skills required at each level.
2. Management – an art, a science or a profession?
3. Methods of business forecasting – opinion poll method, extrapolation method, input-output analysis and econometric models.
4. Types of managerial decisions.
5. Span of management and factors affecting the same.

Suggested topics for seminars and presentations:

1. Inspiring business mentors.
2. Innovation and creativity in business.
3. Current business environment.
4. Management by Objectives.

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CORE COURSE – 102 FINANCIAL ACCOUNTING

Introduction: Financial Accounting as a discipline has evolved over the years due to the perennially changing requirements of the industry. With the advent of computerization, it now also encompasses new techniques and new issues caused by changes in the legislations pertaining to the preparation and publication of Financial Statements.

Objective: The present course includes introduction to the subject of Financial Accounting, basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship. It also touches upon the various aspects of accounting related to Non-trading Concerns. The syllabus also includes computerized accounting using the software TALLY.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT (TOPIC)

**WEIGHTAGE
(MARKS OUT
OF 70)**

UNIT – I – (25%) – 10 HOURS

A) FUNDAMENTALS OF ACCOUNTANCY:

7% (5 Marks)

Meaning, Scope and Utility of Accounts, Methods of keeping Books of Accounts, Difference between Book Keeping and Accountancy, Users of Accounts, Fundamental Accounting Equation, Types of Accounts, Rules of Debit and Credit, Types of Transactions, Types of Assets and Liabilities

B) CAPITAL, REVENUE, DEFERRED REVENUE EXPENSES, RESERVES, PROVISIONS AND CONTINGENT LIABILITY:

7% (5 Marks)

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Meaning and difference between Capital and Revenue Incomes and Expenses, Identification of Capital and Revenue Expenses and Incomes, Meaning of Deferred Revenue Expense, Difference between Reserves and Provisions, meaning of Contingent Liability

C) ACCOUNTING CONCEPTS, CONVENTIONS & 11% (7 Marks) PRINCIPLES:

Accounting Principles, Policies, Concepts and Conventions. Generally Accepted Accounting Principles, Identification of different Accounting concept applied in various transactions, its accounting entries and its presentation in Annual Financial Statement.

UNIT – II – (25%) – 10 HOURS

ACCOUNTING FOR NON TRADING CONCERNS: 25% (17 Marks)

Meaning of Non Trading Concern, Annual Financial Statements of Non Trading Concerns (NTC), How NTC differs from Trading Concern, Identification of Capital and Revenue Items for non trading organizations, Receipts and Payments Account, Income and Expenditure Account, Balance Sheet, Concept of different funds and their accounting treatment. (Practical Examples of Clubs & Hospitals)

UNIT – III – (25%) – 10 HOURS

FINAL ACCOUNTS OF SOLE PROPRIETARY CONCERN: 25% (18 Marks)

Preparation of Final account of sole Trading.

UNIT – IV – (25%) – 10 HOURS

ACCOUNTING ENTRIES IN TALLY 7.2 USING VOUCHERS: 25% (18 Marks)

Relevant vouchers in printed/physical form to be provided to students as a documentary evidence and accounting entries in Tally 7.2 (accounts only) to be passed and it will be evaluated on the basis of Day Book, Trial Balance, Profit and Loss Account and Balance Sheet. Opening balances of certain Ledger Accounts may also be given in case of continuing firm. (no theory and no transaction form question from this unit)

NUMBER OF LECTURES PER DIVISION PER WEEK – 3 (THREE) (2 FOR THEORY AND 1 FOR TALLY PRACTICALS)

Each student should be given at least 10 hours of Tally 7.2 Practical.

Reference Books:

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1. Accounting for Managers – J. Made Gowda – Himalaya Publishing House
2. Introduction to Accountancy – T. S. Grewal & S. C. Gupta – S. Chand – 8th Edition
3. Modern Accountancy - Hanif Mukerji – TMH
4. Financial Accounting by Dr. Kaustubh Sontake – 1st Edition – Himalaya Publishing House

Topics for Assignments:

1. Accounting Standards in India – An Introduction
2. AS – 2 (Valuation of Inventory) and AS – 10 (Fixed Assets)
3. Accounting Cycle (Practical Sums based on recording in Journal/ Subsidiary Book to preparation of Trial Balance)

Topics for Seminars:

1. Relevance of Auditing in Accountancy
2. Triple Accounting System
3. Contemporary Issues in Financial Accounting
4. New emerging Branches of Accounts – (Social Responsibility Accounting, Human Resource Accounting and Environmental Accounting)
5. Introduction to Legislative Bodies Governing Financial Statement

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CORE COURSE – 103 FORMS OF BUSINESS ORGANIZATION

Introduction: Business organizations which were initially small and localized have assumed complex and global dimensions. Businesses have moved from individual-owned to family-run and beyond. Hence it becomes imperative to have some understanding of the complex and dynamic structure of modern businesses along with the implications – positive and negative, in the form of combinations.

Objectives: To provide basic understanding regarding the corporate form of organization – its formation, its management and its chief officers, and the implications of such a corporate structure in the form of business combinations.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT I: Joint Stock Company (10 Hours)

Meaning; definition under the Company's Act 1956; types; difference between Public Ltd. and Pvt. Ltd. companies; formation procedure (promotion, incorporation, subscription and commencement); detailed study of Memorandum of Association, Articles of Association, Prospectus and Statement in lieu of Prospectus.

UNIT II: Company Management (10 Hours)

- i. Director – meaning; definition under Company's Act 1956; position; qualifications and disqualifications of a director; number of directors; powers, duties and liabilities of directors.
- ii. Managing Director – definition under Company's Act 1956; position; appointment and disqualifications; remuneration to Managing Director.
- iii. Company Secretary – definition under Company's Act 1956; position, qualifications; appointment; powers and duties of a Company Secretary.

UNIT III: Company Meetings, Resolutions and Minutes (10 Hours)

Company meetings - Meaning; types

- i. Shareholders meetings – statutory meeting; AGM and EGM; provisions regarding quorum, agenda, time and place of holding the meetings, notice; purpose of holding these meetings; business transacted at these meetings.
- ii. Board Meetings – provisions regarding time, place, notice, quorum, agenda; purpose of holding board meetings.

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Resolutions – meaning; types;

Minutes – meaning; signing

UNIT IV: Business Combinations (10 Hours)

Business Combinations - Meaning; causes/reasons of combinations; economies (benefits) and diseconomies (evils) of combinations; types – horizontal, vertical forward and backward, lateral convergent and divergent, circular; forms – associations, federations, partial and total consolidations.

Text:

M C Shukla; Business Organization and Management; S. Chand Publication; 18th edition.

Reference Book:

Fundamentals of Business Organisation & Management by Y.K.Bhushan (Sultan chand & Sons

Topics for assignments:

6. Features of a Joint Stock Company.
7. Winding up of Joint Stock Companies.
8. Class meeting of shareholders.
9. Debenture holders' meetings.
10. Creditors' meetings.
11. Functions of Commodity Exchanges.
12. Services offered by Commodity Exchanges.

Suggested topics for seminars and presentations:

1. Launching a new business enterprise.
2. Comparison of different forms of business organizations.
3. Business combinations in practice.
4. Role of Public Sector Enterprises in India.
5. Regulation of Commodity Exchanges in India.

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SEMESTER I

CORE COURSE – 104 Principles of Economics (Micro)

Introduction: Knowledge has many branches and Economics is an Important and useful branch of knowledge. The knowledge of Economics is being used for initiating and accelerating growth in the Economies.

Objective:

1. To expose students to basic micro economic concepts.
2. To apply economic analysis in the formulation of business policies.
3. To use economic reasoning to problems of business.

Total hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT 1 (10 lectures)

Introduction (10):

1. Definitions of Economics: Scarcity and Growth definitions (2)

2. Introduction to Micro Economics: (3)

Definition, Scope, Importance and Limitations of Micro Economics

3. Important Concepts (2):

Economic goods and Free Goods, Price and Value, Want and Demand,
Production Possibility Curve

4. Economic Systems (3):

Planned Economy, Free Market Economy and Mixed Economy

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UNIT 2 (10 lectures)

Theory of Demand (10):

5. Meaning of Demand and Determinants of Demand – Demand Function (2),
6. Law of Demand, Expansion and Contraction of Demand, Increase and Decrease in Demand, Usefulness of Law of Demand, Exceptions to the Law of Demand (3),
7. Utility Analysis: Concept of Utility, Law of Diminishing Marginal Utility, Derivation of Demand Curve on the basis of the Utility analysis , Consumer's Surplus (5)

UNIT 3 (10 lectures)

Theory of Supply (10):

8. Meaning of Supply, Determinants of Supply, Expansion and Contraction of Supply, Increase and Decrease in Supply (4)
9. Demand and Supply as determinants of Price (2)
10. Meaning of Market, Types of Market and their important features: Perfect Competition, Monopoly, Monopolistic Competition and oligopoly (4)

UNIT 4 (10 lectures)

Theory of Distribution (10):

11. Marginal Productivity Theory of Distribution (2)
12. Rent: Concepts of Differential Rent and Scarcity Rent, Economic and Contract Rent, Quasi Rent, Pure Rent and Quasi Rent (2)
Wages: Concepts of Time Wages, Piece Wages, Money wages, real Wages, factors determining real Wages. (2)
Interest: Gross and Net Interest. Components of Gross Interest (1)
Profit: Theories of profit – risk, uncertainty, innovation (3)

Text Book:

- (1) Micro Economic Theory by R. Cauvery (S.Chand Publication.)
- (2) Micro Economics by M.John Kennedy (Himalaya Publication)

Reference Books:

- (1) Modern Micro Economics by H.L Ahuja (S Chand Publication)
- (2) Modern Economic Theory by K.K Dewett (S. Chand Publication)
- (3) Elementary Theory by K.K. Dewett & J.D.Verma. (S.Chand Publication.)
- (4) Principles of Economics by D.M.Mithani (Himalaya Publication)

Topics for assignments:

1. Discuss Basic Economic Problems.
2. Explain the nature of Economics.
3. Explain the Main Types of Demand (Price, Income, Cross).
4. Distinguish between Giffen Paradox and Veblen effect.
5. Distinguish between Composite Supply and Joint Supply.
6. Explain the special features of Factor Pricing. How does Factor

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Pricing differ from Commodity Pricing?

7. Explain the Constituents of gross profit.

Suggested topics for seminars and presentations:

1. Features of Modern Economy
2. Relevance of floor and ceiling prices in modern economic system
3. Regulated and unregulated markets and their consequences
4. Public goods and private goods

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CORE COURSE – 105 IT Tools and Applications

Introduction: Computers are a part of life-personal, social and professional. Use of computers has pervaded all forms of activities and all aspects of human society. It has become inevitable for students of management to learn computers and its application.

Objectives:

1. To introduce the students to the fundamentals of computers and familiarize them with the jargon commonly used by computer literates.
2. To introduce the students with some basic tools and applications which will enable them in e-communicating effectively and analyse data for decision making using data of different kinds.
3. To introduce the student to the internet and its applications and thereby empowering him to utilize e-sources for upgrading his knowledge base.

Total Hours : 40

Total Credit: 3

Practical Sessions per week: 3 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**Unit-1 Introduction to Computers, Operating System,
Windows & its Utilities (10 hours)**

- ❖ Computer system components, Input devices, Output devices, storage devices, computer storage elements, types of computer, Applications of computers, advantages of using computer
- ❖ **Operating System**
 - Computer software categories
 - Introduction to operating system
 - Types of User Interfaces
 - Functions of Operating Systems
 - Types of Operating Systems
 - Examples of Operating system
 - Booting Process
- ❖ **Windows**
 - Introduction to Windows, features of Windows, various versions
 - Components Of Windows
 - Desktop, icon, My computer, My documents, Network Neighborhood, Recycle bin, start menu, taskbar, Windows Explorer

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- Control Panel
 - Date & time, display, mouse, user accounts, add & remove programs
- ❖ Files and Folders
 - Creating Folder
 - Folder Operations (copying , moving and deleting)
 - Creating files & file operations
 - Creating Shortcuts
- ❖ System Tools
 - Disk Defrag
- ❖ **Internet and Outlook**
 - What is Internet
 - Most popular internet services
 - Functions of Internet like email, WWW, FTP, Usenet, IRC, instant messaging, Internet Telephony
 - How Internet works
 - Connecting to Internet
 - Managing emails
 - Using address book
 - Working with task list
 - Scheduling appointments
 - Reminders
 - Events
 - Journals
 - Notes

Unit-2 MS Word & Introduction to Excel (10 hours)

- ❖ Creating, navigating and editing Word documents
- ❖ Formatting text of a document
- ❖ Formatting , viewing and printing a document
- ❖ Inserting and removing page breaks
- ❖ Insert Header and footers
- ❖ Viewing a document
- ❖ Page set up of a document
- ❖ Printing a document
- ❖ Working with tables and graphics
- ❖ Working with objects
- ❖ Mail merge and labels
- ❖ Spelling and grammar tools
- ❖ Autocorrect
- ❖ Auto text
- ❖ Auto format
- ❖ Inserting endnotes and footnotes
- ❖ Working with columns
- ❖ Inserting comments
- ❖ Creating index and tables from the content of document
- ❖ Counting words
- ❖ Macros
- ❖ Saving document with passwords.

- ❖ Introduction To Excel
 - Concept of workbook, worksheet, workspace

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- Types of data
- Formatting workbook
- Conditional formatting
- Sorting Data

Unit 3 MS PowerPoint (10 hours)

- ❖ Creating , browsing & saving Presentation
- ❖ Editing & formatting slides
- ❖ Linking multiple slides using hyperlinks and advance buttons
- ❖ Using slide layouts
- ❖ Adding notes to the slides
- ❖ Editing and formatting slides
- ❖ Working with slide masters
- ❖ Inserting objects on the slide
- ❖ Animating objects
- ❖ Slide transitions
- ❖ Choosing preset animations
- ❖ Triggering animations
- ❖ Applying sound effects to animation effects
- ❖ Playing videos
- ❖ Rehearsing timings
- ❖ Slide show
- ❖ Slide show options(using pen pointer, highlighter)
- ❖ Pack & go
- ❖ Custom Show

Unit 4: Advanced Excel (10 hours)

- ❖ Data validation
- ❖ Data filter (Auto & Advance)
- ❖ Charts
- ❖ What if analysis
 - Goal seek
 - Scenario
- ❖ Protecting Worksheet
- ❖ Types of error
- ❖ Functions and formulas
 1. Mathematical
Round, ceil floor, fact, subtotal, sum , sum if
 2. Logical
AND, OR, NOT, if
 3. Statistical
Min, max, avg, count if
 4. Text
Concatenate, Exact, find, left, right, len, lower, upper, trim
 5. Lookup
Hlookup, Vlookup
 6. Date and Time
Date, day, days360, hours, minute, now, second, time, today, year, datediff
 7. Financial Functions
FV, IPMT, NPER, NPV, PMT, PV, Rate
- ❖ Pivot table

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- ❖ Data analysis (Standard deviation, Variance correlation, z-test, Chi-square)

Text Book:

Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain , Wiley –India Publications

Reference Books:

Office 2003 in simple steps- Dreamtech Press.

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SEMESTER I

CORE COURSE – 106 GENERAL ENGLISH

Introduction:

It is impossible for a human being to experience every good or bad thing existing on this earth, but he can definitely learn from the experiences of others. This process of learning can be initiated if he acquaints himself with the literary works of the great masters. Such experiences sensitize the human being on issues pertaining to the struggle for human existence.

Objectives:

- To familiarize students with the best samples of writings in English so that they can learn the structure of the language as it is used creatively.
- To orient students to social and cultural issues.
- To acquaint students with different writing styles of English.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT I:

- Selected Stories from Malgudi Days by R K Narayan (List of stories will be attached later)

UNIT II:

- Arms and the Man by Bernard Shaw

UNIT III: Grammar:

- Tenses

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- Subject-verb agreement
- Preposition
- Articles
- Modals

Unit IV: Speaking Skills:

- Pronunciation (identification of sounds, vowels & consonants)
- Syllable division (from the list attached)
- Rhyming words
- Vocabulary from the texts.

Reference Books:

1. Enrich your English – by CIEFL (Academic Skills book)
2. Contemporary English Grammar – Raymond Murphy
3. Essential English Grammar - Raymond Murphy

Topics for Assignments :

1. Literary background of Malgudi Days
2. Literary background of Arms and the Man
3. Paragraph writing using words given in the vocabulary.
4. Identifying grammatical errors.
5. Correcting grammatical errors

Suggested Topics for Seminar:

1. Life and works of R K Narayan
2. Life and works of Bernard Shaw
3. Comparison of the stories of Malgudi Days with the TV serial Malgudi Days
4. The picture of India as presented in R K Narayan's short stories (other than the ten stories given in the syllabus)
5. Importance of Reading in Language Learning

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CORE COURSE – 107 BASIC MATHEMATICS

Introduction:

The student will understand the mathematical concepts and terminology involved in Linear Algebra, Function, Permutation and Combination. The course focuses on how to interpret and solve business-related word problems and to develop simple mathematical models from a business perspective.

Objective :

To create a better understanding of Mathematical concepts in solving business related problems. The course serves as a good foundation for further study in management, accounting ,marketing and finance.

Total Sessions: 40 sessions

Total Credits: 3 credits

Module I: 10 Sessions

Set theory

Introduction
Types of Sets
Venn Diagrams
Operations on Sets
Cartesian Product of two Sets
Applications

Module II: 10 Sessions

a. Function

Definition
Types of functions
Some functions in Commerce and Economics
Applications

b. Limit

Introduction
Definition and working rules of Limit
Some Standard Limits

Module III: 10 Sessions

Permutations and Combinations

Introduction
Important notations, meaning
Applications

Module IV: 10 Sessions

a. Co-ordinate Geometry

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Introduction

Cartesian Co-ordinate system

Distance formula

Line and slope of a line

Different forms of equations of a line

Applications

b. Arithmetic and Geometric Progression

Assignment:

1. Assignment on set theory
2. Assignment on function and limit
3. Assignment on permutation and combination
4. Assignment on co-ordinate geometry and arithmetic & geometric progression

Seminar Topics:

1. Prepare a project on the application of function used in real life.
2. Use of permutation and combination in TRANSPORT SYSTEM.

Text Books:

1. Business Mathematics: Sancheti and Kapoor
2. Business Mathematics: Kashyap Trivedi and Chirag Trivedi

References:

1. Business Mathematics . (Second Edition) – Qazi Zameeruddin, Vijay K Khanna, SK Bhambri. (Vikas Publication)
2. Business Mathematics –II – J. K. Singh , Deepti Rani. (Himalaya Publishing House)
3. Mathematics for Management An Introduction – M Raghavachari (Tata Mc Graw Hill)

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SEMESTER I

ELECTIVE COURSE(EC-101): HEALTH EDUCATION

Introduction:

Health education in India is a state government liability, with the national health policy laying down the necessary health policy in India. Health education is today's need. It helps to create a healthy society. Poor health is frequently caused by unhealthy environment, by lack of information and by wrong health services. Health education assists in obtaining good health by creating healthy environment, providing correct information and good health services.

Objectives:

22. The main objective of health education programs is to inspire students to preserve and improve their health and trim down the health related risk behaviors.
23. Health education promotes one's responsibility to one's health by addressing health concerns such as nutrition, exercise, fitness, disease prevention, growth and development, environmental and social health, conflict resolution and violence protection.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions : 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

- Unit 1: -
- a) Concept of Health & Health education
 19. Health Education – Aims, Principles, Contents and Methods.
 20. Levels of Health Care in India, 3-Tier system of health care
 21. Positive health : Meaning & Spectrums
 22. Role of Heredity & Environment

- Unit 2: -
- a) Nutrition:
 - Proximate Principles
 - Balance diet
 - Malnutrition
 - ILL effects of Smoking, Drugs and Alcohol
 - School Health services & Programme
 - Aspects
 - Role of the Physical Education Teacher, Principal and Doctor

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- Unit 3: - Community & Environmental Health
- Pollution:- Its causes & effect on health
 26. Air Pollution
 27. Water Pollution
 28. Noise Pollution
 - Occupational Hazards
 - Housing
 - Population: - Policy, explosion, dynamics & family welfare Programme

- Unit 4:-
- a) Epidemiology of Communicable Disease
 - Small & Chicken Pox
 - Tuberculosis
 - Measles & Mumps
 - Malaria, Dengue and Chickengunia
 - Rabies, Jaundice & Yellow fever
 - b) Epidemiology of Non-Communicable Disease
 - Coronary Heart Disease (CHD)
 - Cancer
 - Diabetes
 - Hypertension
 - c) Sexually Transmitted Diseases

Reference:

24. Park J.E., Park K. ***Text Book for preventive and social Medicine*** Jabalpur : Message Banarasidas Bhanet 1980 Edn.8
25. Turner C.E. ***The School Health and health Education*** (st. Louis : TheC.V.
26. Mosby Co. 1952) Edn. 2
27. Bedi, Yashpal, ***Social and preventive Medicine*** (Delhi: Atamaram & Sons1983).
28. Ghosh B.N. ***A Treaties of Hygiene and Public Health*** (Calcutta : Scientific Publication Co. 1952) Edn. 2

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SEMESTER I

**ELECTIVE COURSE (EC-101):
LEARNING FROM WORLD LEADERS**

Introduction: It brings together the ideas, innovations and achievements of the great world thinkers and leaders of contemporary times for the students to learn and benefit from. In studying the selections, the students will get to discuss and debate a wide range of topics—from academic disciplines, such as philosophy, history, sciences, psychology, literature, performing arts and theatre to social and cultural issues and much more. This will provide the students with a window into a critical understanding of the globalized world. The personalities selected in this course are indicative, and additions or changes can be made according to the choice of the teachers, giving them a leeway to adapt the course to their own teaching methods and pedagogic requirements. Approximately two selections from each category need to be studied during the course. A typical course would include an extract from the life story/work/speech/personal correspondence/biography, etc., of these personalities, an annotated description of the context of the personality, his/her work and contribution to humanity.

Objectives:

- S. To provide an opportunity to the students to 'learn by example' from great leaders belonging to the various fields
- T. To inspire the GENEXT to evolve into fine thinking individuals who will live more contented lives and also perform meaningful functions and activities for ones own self and the society.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions : 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Units	Topics and Subtopics
I. From the World of Sciences	<i>Extracts from the life stories and works of: (Any Two)</i> Einstein, Edison, Rutherford, Marconi, C. V. Raman, Ronald Ross; Marie and Pierre Curie; Alexander Fleming; Frederik Sanger
II. From the World of Industry	<i>Extracts from the life stories and works of: (Any Two)</i> Bill Gates; Larry Page and Sergey Brin; John Ford; Steve Jobbes; Lee Iaococca; Rupert Murdoch; Richard Branson; Marjorie Scardino;
III.	<i>Extracts from the life stories and works of: (Any Two)</i>

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From the World of Politics and Social Enterprise	Abraham Lincoln, Lenin, Nelson Mandela; Barack Obama, Gorbachev, Mustafa Kemal Pasha; Yitzhak Rabin; Sukarno; Ong San Su Kyi; Golda Meyer;
IV. From the World of Arts, Culture, and Sports	<i>Extracts from the life and stories of: (Any Two)</i> Hellen Keller; Charles Chaplin; The Beatles; Michael Angelo; Picasso; Tyeb Mehta; Danny Boyle; Richard Attenborough; Pele; Bolt; Jessie Owens; Bryan Lara, Don Bradman

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SEMESTER I

ELECTIVE COURSE (EC-101): CULTURE AND CIVILISATION

Introduction:

Culture and Civilisation are often used synonymously. Culture is the passing of traits from one generation to another and civilisation is the result of culture. A human being's existence in the society is governed by several forces. One of the main factors affecting the life of an individual is the culture in which he grows and survives. Culture is responsible for the behaviour and attitude of an individual for everything he does or does not do. In modern times it is also necessary to understand the impact of corporate culture, business culture etc. The cultural variations often lead to an imbalance in the personal and professional life of an individual. Therefore it is necessary to understand the basic aspects of culture and civilisation.

Objectives of the Course:

1. To introduce the students the basic concepts of Culture and Civilization.
2. To get an overall idea about Indian Culture with special reference to business.
3. To get an idea about Organisational and Corporate Culture.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions: 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Module - I: Culture- concept, meaning & definition - Elements of culture - Discourses on culture in 19th and 20th Centuries (*an overview*) - Layers of culture - Manifestations of culture - Civilization - concept, meaning & definition -

Characteristics of civilization - difference between culture and civilization - Cultural diversity - Dimensions of cultural diversity,

Module-II : Indian Culture & Heritage - cultural diversity of India - Geographic - Religious - Languages – Clothing and attire - Food habits - Cultural - Economic Culture &History of India {*Trade & Industrial Organization,*

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Traders & Shopkeepers, Inland routes and Trade marts, Exports & Imports, Production centers & Specialization, Credit & Banking, Barter & Medium of exchange, Labour and vocational mobility) - Business culture of India - Specialty of Indian business style - Industrialization in India - History of Industrialisation - Industrialisation today -

Module-III : Business culture - business culture models - Interpersonal interaction model & Risk and feedback model (*Power culture, Achievement culture, Support culture, Role culture, Macho, Tough-guy culture, Work-hard and Play-hard culture, Bet-the-Company culture & Process Culture*).- Business culture consultants - Organisational culture and business history - Typologies of organizational culture - Key elements of organization culture. - Organisation culture & Ethics.

Module-IV: Corporate culture - Evolution of Corporate culture - Corporate culture and organizational culture - Necessity for designing - Corporate culture, values and strategic change - Organisational capabilities - Changing and
--cultivating a positive corporate culture - a better Corporate culture - Corporate culture and performance – Corporate culture and its historical context in India - Corporate culture and Indian Industries.

Recommended Books:

1. Classical Readings on Culture and Civilisation (International Library of Sociology) by Stephen Mennell and John Rundell (Routledge)
2. The Culture And Civilisation Of Ancient India In Historical Outline by DD Kosambi (Vikas Publishing)
3. Glimpses of Indian Culture by Dr. Giri Raj Shah (Paperback)
4. Culture Wise India: The Essential Guide to Culture, Customs & Business Etiquette by Noel Gama
5. India - Culture Smart!: The Essential Guide to Customs & Culture Becky Stephen [Paperback]
6. Religion and Culture In Indian Civilization by Amit Kumar Sharma (Publisher D.K. Printworld (P) Ltd.)

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SEMESTER I

FOUNDATION COURSE (FC-101): INTRODUCTION TO LOGIC

Introduction: Logic lies at the root of all rational action. Whether in daily life or in the practice of the most complicated of sciences and computing, logic remains the cornerstone on which human beings have created their civilization.

Objectives:

23. To introduce the students to the basics of logic since logic trains the students' minds to think correctly and clearly, teaches them how to avoid the pitfalls in thinking, and to distinguish between rights from the wrong methods of thinking.
24. This knowledge will be applied in their academic, personal and cultural lives.
25. Introduction to Logic will provide lessons that will help them in preparation of their careers, sharpen their intelligence, and open the joys in logical thinking.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions : 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Units	Topics and Subtopics
I. Logic, language and reasoning	<ol style="list-style-type: none"> 1. Introduction to the basic concepts of logic: Propositions, arguments, premises, conclusions, deductive and inductive arguments, validity and truth. 2. How to analyze arguments 3. Functions of language: Emotive and neutral language, ambiguity and disputes. Structure of definitions. 4. Fallacies and its types: relevance, defective induction, presumption, and ambiguity
II. Deductive logic	<ol style="list-style-type: none"> 26. Categorical propositions and the theory of deduction 27. Square of opposition 28. Visual logic 29. Syllogism in daily language and categorical syllogism 30. The basics of Symbolic logic 31. Basic methods of deduction

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| III. Inductive Logic | 32. Quantification and its methods |
| | 33. Analogical and Causal Reasoning |
| | 34. Understanding the scientific functions of hypothesis |
| IV. Logic in Indian and Western Philosophical Systems | 35. Basics of probability |
| | 36. Indian philosophy and the main schools of thought |
| | 37. Concept and tradition of logic in Indian philosophy |
| | 38. Introduction to the history of logic in Western thought |
| | 39. Comparing Indian and Western systems of Logic |

Recommended Books:

1. Introduction to Logic by Harry J. Gensler (Routledge Publisher)
2. Introductory Logic: Student (4th edition) by James B. Nance and Douglas J. Wilson (Canon Press)
3. Introduction to logic and switching theory by Nripendra Nath Biswas (Gordon and Breach Science Publishers)
4. Introduction to Logic (13th Edition) by Irving M. Copi and Carl Cohen Come
5. Let Us Reason: An Introduction to Logical Thinking by Ronald M. Brooks, Norman L. Geisler (Baker Academic)
6. A Consis Introduction to Logic by Patrick J. Hurley (Thomson)

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SEMESTER I

FOUNDATION COURSE (FC-101): SOFT SKILLS DEVELOPMENT

Introduction: In the age of liberalization, privatization and globalization, the need has arisen to inculcate such habits and attitudes which help students to adapt to the occupational set-ups. Such behavioural competencies are known as Soft Skills.

Objectives:

- U. To help students do well in academics.
- V. To motivate students to personal and professional growth.
- W. To provide students with tools for success and character building.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions : 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT I: Changing Ourselves to Change the World:

- 30. Understanding what are soft skills,
- 31. Realizing the need for personality growth and development for a better life and a better world,
- 32. Need for Soft Skills in today's world,
- 33. Learning to recognize our wants and our choices, Anticipating and understanding changes,
- 34. Preparing and dealing with change: Reacting to change in our lives; attitudinal barriers to change

UNIT II: Time Management and Stress Management:

- 29. Importance of Time Management,

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30. How to regulate the way you spend time, Identifying and eliminating time wasters,
31. Strategies for Managing Time,
32. Understanding stress: Causes of Stress and its consequences, Techniques to manage stress

UNIT III: Reading Skills:

5. Importance of Reading
6. Pleasure of Reading
7. Types of Reading
8. Calculating Reading speed and Accuracy
9. Techniques to read faster and better
10. Technique of SQ3R, Practising Comprehension
11. How to identify the core ideas of reading material

UNIT IV: Writing and Speaking Skills:

40. Importance of writing effectively
41. Methods of writing better
42. Selecting a topic, Knowing your audience
43. Writing an outline, Researching, Organizing, Writing and revising drafts,
44. Making quick notes
45. Writing your resume and covering letter

Text: Gulati, Sarvesh. Corporate Skills. New Delhi: Rupa & Co, 2010.

Reference Books:

- V. Contemporary Business Communication – Scott Ober
- W. Business Communication Today – By Bovee, Thill, Schazman
- X. Enrich your English – by CIEFL (Academic Skills book)
- Y. Contemporary English Grammar – Raymond Murphy
- Z. Essential English Grammar - Raymond Murphy

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- AA. Developing soft skills, 4th Edition, Robert Shersfield, Rhonda J. Montgomery: Pearson Publications.
- BB. Soft skills for managers-Dr. Kalyana Chakravarthi, Dr. Latha Chakravarathi
- CC. Soft skills for Interpersonal Communication-S. Balasubramaniam: Orient Longman
- DD. English and Soft skills-S.P. Dhanavel: Orient Blackswan

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SEMESTER I

**FOUNDATION COURSE(FC-101): RECREATION & LEISURE
TIME MANAGEMENT**

Introduction:

The leisure and recreation industry has developed over the years. The Government initiatives for healthy lifestyles, national and international sports achievements, a booming tourism industry and individual interest have all contributed to the industry's development. Many of these organisations are operating in diverse and dynamic business environments requiring specific management expertise.

Objectives:

35. To prepare students to design, manage and deliver leisure and recreation services to a variety of people in diverse settings.
36. Exposing them to the various contemporary issues in this area.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions : 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

- Unit 1:- Fundamentals of Recreation
- Concept & Meaning of Recreation
 - Need & Importance
 - Principles & Theories of Reception & Play.

- Unit 2:- a) Therapeutic Recreation (Theoretical and philosophical foundations of Therapeutic recreation, behavioral, therapeutic use of activity; re-creative interaction-intervention techniques)
46. Recreation for the life-span (role of recreation and leisure on human development and its impact on healthy fatal development from conception, until death; Examination of the diverse, multicultural perspectives on recreation and leisure)

- Unit 3:- a) Recreational Sports Programs and Administration (Organization and administration of intramural sports on elementary, secondary, college, and university levels; Program planning, facilities, equipment and financing of intramural sports and Leisure activity program).
- b) Programme for different Categories

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- Men / Women
 - Child / Youth / adult / Old age
 - Physically/mentally challenged.
- c) Recreational Facilities and Area Design

- Unit 4:-
- a) Current Issues in Recreation
- Recent research and management development recreation.
 - Latest trends in recreation and Leisure time management
 - Employment opportunities and procedures for employment.
- b) Practical (Conducting and organizing recreation and leisure time activity programme for any of the above mentioned categories)

Reference:-

- i. Robert Hoffman & Thomas R. Collingwood, ***Fit for Duty***, Human Kinetics.
- ii. Larry M. Leith, ***Exercising your way to better Mental health***, Friends Pub. India.
- iii. Gordon S. & Garrett, W. ***Sports and Exercise in Midlife*** American academy of orthopedic surgeons.
- iv. Bucher & Wuest, ***Foundations of Physical Education and Sport***, B.I. Publications Pvt. Ltd.
- v. Smith R. And Austin D. ***Inclusive and special Recreation: Opportunities for persons with Disabilities***, Human Kinetics
- vi. Russell R. ***Leadership in Recreation***, McGrawHill.
- vii. Mull R. and Bayless K. ***Recreational Sports Management***. Human Kinetics.