

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

CORE COURSE – 108 Principles of Management-2

Introduction: The field of management has undergone a sea change and has today assumed the 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.

Number of credits: 3

Lectures per week: 3

Total Sessions: 40

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

UNIT I: Staffing

Meaning;

- A. Human Resource Planning – Meaning; importance.
- B. Job Analysis – Meaning; importance.
- C. Recruitment – Meaning; only sources of recruitment.
- D. Selection – Meaning; only the selection process.
- E. Training – Meaning; methods of training – job rotation, lectures/conferences, vestibule (a short note on these).

UNIT II: Directing

Meaning; Principles of directing

- A. Motivation – Meaning; Theories of motivation - Herzberg's Two-Factor theory, McGregor's Theory X and Theory Y, Theory Z.
- B. Leadership – Meaning; Theories of leadership – Blake and Mouton's Managerial grid, Leadership Continuum.
- C. Communication – Meaning; importance.

UNIT III: Control

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Meaning; nature of control; importance of control; the control process; essentials/principles of effective control system; techniques of control – Break-Even Analysis.

UNIT IV: Emerging issues in Management

4. Knowledge Management – Meaning; objectives.
5. Technology Management – Meaning; functions, limitations.
6. Corporate Social Responsibility – Meaning; arguments for and against CSR.

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.

Suggested topics for seminars and presentations:

1. Total Quality Management.
2. Management Information System.
3. Use of symbols in communication.
4. Management practices across cultures.

Topics for assignments:

1. McClelland's Needs theory of motivation.
2. Autocratic style of leadership.
3. Democratic style of leadership.
4. Free-Rein style of leadership.
5. Budgetary Control.
6. Constituents of Knowledge Management.
7. Challenges facing Technology Management.
8. Approaches to Corporate Social Responsibility.

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CORE COURSE – 109 COST ACCOUNTING

Introduction:

Owing to the growing need of inculcating cost consciousness and encourage cost-reduction efforts, the area of cost accounting has emerged as a vital branch of accounting. The modern -day businesses in the manufacturing as well as service sectors are faced with the challenges of intense competition nationally and globally. Hence, these business units are forced to recognise the impact of cost control and cost reduction on profits. At the root is the need to thoroughly understand the types, nature, behaviour and effect of the various elements of cost on the pricing, production and profits. For the managers, knowledge of cost accounting is a prerequisite to successful management accounting.

Objectives -:

1. To introduce the basics of cost accounting and enabling the student to correlate the two branches namely financial and cost accounting.
2. To build a base for learning management accounting.

Number of credits: 3

Lectures per week: 3

Total Sessions: 40

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

UNIT (TOPIC)	WEIGHTAGE (MARKS OUT OF 70)
<p><u>UNIT – I – (25%)</u></p> <p>BASIC CONCEPTS OF COSTING: Meaning of Costing, Objectives of Cost Accounting, Functions of Cost Accountant, Advantages of Cost Accounting, Objections to Cost Accounting, Elements of Cost, Types of Costing, Cost Classification, Methods of Costing, Terms used in Costing (cost concepts for decision making)</p>	<p>25% (17 MARKS)</p>

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<u>UNIT – II – (25%)</u> UNIT COSTING Preparation of Simple cost Sheet (Only single product costing), Tender Cost Sheet (Estimated Cost Sheet)	25% (18 MARKS)
<u>UNIT – III – (25%)</u> RECONCILIATION OF COST AND FINANCIAL ACCOUNTING Preparation of Reconciliation Statement based on Cost Sheet and Profit & loss Account. (Preparation of Cost Sheet and/or Profit & Loss Account and preparation of Reconciliation Statement)	25% (17 MARKS)
<u>UNIT – IV – (25%)</u> NON-INTEGRAL ACCOUNTING (COST CONTROL ACCOUNTS) Cost ledger Control Accounts, Journal entries and preparation of Cost control Accounts.	25% (18 Marks)

Text Book:

Cost Accounting Text and Problems by M. C. Shukla, T. S .Grewal and M. P. Gupta
– S Chand – 10th Edition

Ref. Books :

Management Accounting by Paresh Shah – Oxford University Press
Cost Accounting by J. Made Goda – Himalaya Publishing House – 1st Edition
Cost Accounting by Jawahar Lal & Seema Srivastava – Tata McGraw Hill
Publication - 2008 Edition

Topics for Assignment:

2. Application of different costing techniques in various industries
3. Direct & Indirect Expenses classification
4. Cost Accounting Records for movement of material and details of labour

Topics for Seminar and Quiz:

7. Contemporary issues in Cost Accounting
8. Developing costing technique for a specific industry
9. Cost Accounting Software used in various industries
10. Practical application of uniform costing in various industries
11. Use of Costing in Service Industry
12. Cost Reduction and cost control techniques

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SEMESTER-II

CORE COURSE – 110 GROWTH AND STRUCTURE OF INDUSTRIES

Introduction:

India is developing economy. Industrialization has a major role to play in the economic development of a country. The government of India launched the process of industrialization as conscious and deliberate policy of economic growth in early fifties.

Objectives -:

1. To expose students to a new approach to the study of the Indian Industries.
2. To help the students in analyzing the present phase of the Indian Industries & Services
3. To acquaint students with the emerging issues in Industrial & Service sector in the light of policies of liberalization and globalization.

Number of credits: 3

Lectures per week: 3

Total Sessions: 40

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

UNIT-1 (9)

1. Introduction (4)

Meaning of industry and industrialization, Significance of industrialization in India, Factors hampering India

2. Location of Industries (5)

Meaning and importance of location, Weber's theory of location and factors affecting location, Agglomeration and Deglomeration, Dynamics of industrial location

UNIT-2 (11)

3. Public Sector in Indian Economy (4)

Role of PSUs in India, Performance of PSUs and Problems of PSUs,

4. Private Sector in Indian Economy (4)

Role of Private Sector in India, Performance of Private Sector in the Post Liberalisation phase in India, Problems of Private Sector ,

5. Growth and Contribution Of Service Sector in India (3)

UNIT-3 (10)

6. Small Scale and Cottage Industries (10)

Meaning, characteristics and classification (cottage, modern SSI and tiny units), Importance of SSI in Indian economy, Problems faced by SSIs, Policy measures for SSIs (Government Assistance to SSIs, Industrial Estates, DICs, Policy of reservation for SSIs), the industrial policy 1991 and SSIs, Financial Institutions for SSI (NSIC, SIDBI, SFCs, SIDC)

UNIT-4 (10)

7. Industrial Policy(3)

- a). An outline of the industrial policies in the pre-reform (1991) period.
- b). Provisions of the industrial policy after 1991

8. Policies for Industrial Sickness (4)

Meaning of industrial sickness, causes of industrial sickness in India, Government's measures for sick industrial units

9. Indian Industries and the Energy problem (3)

Sources of Energy, Energy Crisis and Measures to solve Energy Crisis

Text Book:

- (1) Indian Economy (28th Revised Edition) by Mishra & Puri
(Himalaya Publication)
- (2) Industrial Economy of India by S.S.M Desai & N. Bhalerao

Reference Book :

- (1) Indian Economy by Datt & Sundharam (S.Chand Publication)

Topics for Assignment

- 9. Classification of Industries
- 10. Measures to improve efficiency of PSUs
- 11. Five Year Plan & Small Scale Industries
- 12. Occupational Structure in India

13. Importance of infrastructure in economic development

Suggested Topics for Seminar

1. Industrial Development during Planning
2. Need for Macro Finance in India
3. Role of Industries in the development of Indian Economy
4. Role of Human Recourses in the development of Indian economy

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SEMESTER-II

CORE COURSE – 111 Principles of Economics (Macro)

Introduction:

Macro Economics is a broad field of study. It is a branch of Economics dealing with the performance, structure, behavior & decision making of the entire Economy.

Objectives:

1. To study the behaviour and working of the economy as a whole.
5. To study relationships among broad aggregates.
6. To apply economic reasoning to problems of business and public policy.

Number of credits: 3

Lectures per week: 3

Total Sessions: 40

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

UNIT –I (10)

14. Introduction to Macro Economics: (2)

Definition, Scope, Importance and Limitations of Macro Economics (2)

15. National Income (NI) Accounting: (2+1+3+3+1=8)

Meaning of NI and Circular Flow of NI (in Four sector economy) (2)

Stock and flow concept, NI at Current Price and NI at Constant Price (1)

Various concepts of NI (GNP, GDP, NNP, NDP), Personal Income, Disposable Income (2)

Methods for measurement of NI (2)

Difficulties in measurement of NI (1)

UNIT – II (10)

16. Theory of Income and Employment (7)

Keynes' consumption function (2),

Investment function (2),

Keynesian theory of Income and employment (2),

Investment multiplier (1)

4. Interest rate theory - Liquidity Preference Theory (3)

UNIT – III (5+3+2=10)

B. Money (5)

Definition and Functions (2),

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Stocks of Money (M1, M2, M3 and M4) (1),
Credit creation by Commercial Banks (2)

C. Inflation (3)

Meaning of Inflation, Deflation, Stagflation and Causes of inflation, Measures to Control Inflation (3)

D. Business cycle (2)

Meaning, characteristics and phases (2)

UNIT – IV (3+3+4 = 10)

E. Monetary policy (3)

Meaning, Objectives and Tools (3)

F. Fiscal policy (3)

Meaning, Objectives and Tools (3)

G. Balance of Payments (4)

Meaning, Structure, Causes of Disequilibrium and Methods of Correcting Disequilibrium (4)

Text Book

- D. Macro Economics by D.M.Mithani (Himalaya Publication)
- E. Macro Economics by R. Cauvery (S.Chand Publication.)

Topics for Assignment

- 13. Functions of Commercial Banks
- 14. Functions of Central Banks
- 15. Factors affecting Business Cycle
- 16. Use of National Income Data
- 17. Difference between BOT and BOP

Topics for Seminar

- 5. Inflation in India
- 6. Economic Growth and Economic Development
- 7. Role of Economic Policies in Economic Growth
- 8. Relationship between Inflation and unemployment

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**SEMESTER-II
CORE COURSE – 112 Business Mathematics**

Introduction of Business Mathematics:

The student will understand the mathematical concepts and terminology involved in Derivatives, basic arithmetic operations on vectors and matrices, including inversion and determinants.

Objective : The objective of the course is to introduce the student to the basics in mathematics utilized for pricing of financial derivatives. To provide the student basic understanding of the mathematical ideas and technical tools used in modeling. Prepare students for subsequent work in their business majors and for their future careers in the business community.

Total Sessions: 40 sessions

Total Credits: 3 credits

Module I: 11 Sessions

Derivative and its applications

Introduction, Definition, Derivative of a function of one variable
Derivative of standard functions (e.g. x^n , a^x , e^x , $\log x$) (without proof)
Rules of derivative (Addition, Subtraction, Multiplication, Division, Chain)
Examples
Logarithmic differentiation
Marginal Revenue function, Marginal Cost function, Profit function
Price elasticity of demand and supply

Module II: 9 Sessions

Second order derivative

Introduction, definition and examples of second order derivatives
Maxima and Minima of a function
Applications: Profit, Revenue Maximization and Cost Minimization
Partial derivative and its applications to functions of two variables

Module III: 10 Sessions

Matrix Algebra

Introduction
Types of matrices
Addition and subtraction of Matrices
Multiplication by scalar, Multiplication of two matrices
Inverse of matrix (up to 3x3 matrix using adjoint matrix)
Applications to business problems and solving simultaneous equations up to 3 variables

Module IV: 10 Sessions

Mathematics of Finance

Introduction, simple interest, compound interest

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Effective rate of interest

Present value

Annuity

Simple applications

Assignment Topics:

1. Assignment on derivative and its applications
2. Assignment on matrices
3. Assignment on mathematical finance

Seminar Topics:

3. Matrix application in the salary system of an office.
4. Financial project as a part of savings and investment.
5. Use of financial mathematics on personal savings.

Text Books:

3. Business Mathematics: Sancheti and Kapoor
4. Business Mathematics: Kashyap Trivedi and Chirag Trivedi

References:

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

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CORE COURSE – 113 Communication Skills

Introduction: On a daily basis we work with people who have different opinions, values, beliefs, and needs than our own. Our ability to exchange ideas with others, understand others' perspectives, solve problems and successfully utilize the steps and processes presented in this training will depend significantly on how effectively we are able to communicate with others. Hence it becomes imperative to have some understanding of the complex and dynamic structure of modern communication and develop communication skills.

Objectives: (1) To provide basic understanding regarding the Fundamentals and Forms of communication
(2) To develop language skills.

Number of credits: 3

Lectures per week: 3

Total Sessions: 40

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

UNIT I: Fundamentals of Communication:

Hours: 10

9. Importance of Communication
10. Definition and process of communication and feedback in Communication
11. Barriers to effective Communication
12. Features of effective Communication

UNIT II: Forms of Communication:

Hours: 10

18. Types of Communication (Verbal and Non-verbal with sub-types)

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19. Dimensions of Communication (Formal and Informal, Horizontal, upward, downward)
20. Listening and its Types
21. Computer as a medium of modern communication and ethics related to it.

UNIT III: Text

Hours: 12

Men of Steel: India's Business Leaders in Candid Conversation with Veer Sanghvi.

Author: Veer Sanghvi

Pub: Roli books, 2007.

Short Question-answers should be asked from the text.

UNIT IV: Language Skills

Hours: 8

- Business Idioms (as per list attached – marks allotted 3/14),
- Business Phrases (As per list attached – marks allotted 3/14),
- Paragraph Writing (Marks allotted 8/14)

Reference Books:

- F. Business Communication Today – By Bovee, Thill, Schazman
- G. Business Communication – by Pal and Korlahalli
- H. Business Communication – by S M Rai and U S Rai
- I. Business Communication – Meenakshi Raman and Sangeeta Sharma
- J. Business Communication – by Asha Kaul
- K. Contemporary Business Communication – Scott Ober
- L. Business Communication – By Sangeeta Magan
- M. Business Communication – by Meenakshi Raman and Prakash Singh (Case Method Approach)
- N. Business Communication – by N S Pradhan and Homai Pradhan
- O. Business Communication – by P D Chaturvedi and Mukesh Chaturvedi
- P. Modern Commercial Correspondence – by R S N Pillai and Bagavathi
- Q. Enrich your English – by CIEFL (Academic Skills book)
- R. Contemporary English Grammar – Raymond Murphy
- S. Essential English Grammar - Raymond Murphy
- T. Business Maharajas – Gita Parimal

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Suggested Topics for Seminars:

- H. Different Media of Communication (the students can write seminar papers on various media, i.e., social networking etc.)
- I. Cross Cultural Communication
- J. Methods to Initiate and Facilitate Feedback in the Modern World
- K. Problems faced by learners of English as a second language and their possible Solutions
- L. Comparative study of communication styles of various successful leaders.

Assessment to be done on the basis of quizzes, assignments and tests/exam. Quizzes and tests to be set from the syllabus itself. Suggested areas/topics for assignments:

Suggested Topics for Assignments/Quiz:

- 1. Listening Comprehension
- 2. Case analysis to test the effectiveness of Communication (Unit 1 & 2)
- 3. Vocabulary from the text book. (Unit 3)
- 4. Contextual usage of idioms, phrases. (Unit 4)
- 5. Success Stories of Entrepreneurs (other than the text book)

List of Business Idioms

- 1. Across the board = including everyone or everything
- 2. Banker's hours= short work hours
- 3. Big gun/cheese/wheel/wig= an important person, a leader
- 4. Calculated risk= an action that may fail but has a good chance to succeed
- 5. Company man= a person who always works hard and agrees with his employees
- 6. Cut corners= economize
- 7. Gain ground= go forward, make progress
- 8. Get a break= get an opportunity or good deal
- 9. In short-supply= not enough, in less than the amount or number needed

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10. In the black= successful or making money
11. In the red= losing money, unprofitable
12. Sell like hotcakes= sell very quickly
13. Take a nosedive= collapse, fail, decrease in value
14. Tight spot= a difficult situation
15. Bitter pill to swallow= bad news; something unpleasant to accept
16. On top of trends= modern; aware and responding to the latest tastes
17. (To) pass the buck= to shift the blame; to blame somebody else
18. Mix business with pleasure= to combine work and social activities.
19. Go about your business = to do what you usually do
20. (To) keep one's eye on the prize= to stay focused on the end result
21. (To) keep something under wraps= to keep something secret
22. To dot your i's and cross your t's= to be very careful; to pay attention to details
23. (to) drum up business= to create business; to find new customers
24. (to) compare apples to oranges= to compare two unlike things; to make an invalid comparison
25. throw money at something= try to solve a problem by spending money on it

List of Business Phrasal Verbs

7. bail out= help or rescue a person/company
8. break even= have expenses equal to profits
9. buy off= use a gift or money to divert someone from their duty or purpose
10. back out of = desert; fail to keep a promise
11. buy out= buy the ownership or a decisive share of something
12. close down= close permanently
13. cross out= eliminate
14. cut off = interrupt; sever; amputate
15. cut down = reduce in quantity
16. close out = sell the whole of something, sell all the goods
17. Call in= Ask to come to an official place for a special reason
18. Check into = Investigate
19. draw up =write; compose (a document)
20. figure out = find an answer by thinking about something

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- 21. fall back on = use for emergency purpose
- 22. hold off = delay; restrain
- 23. kick back = money paid illegally for favourable treatment
- 24. run for = campaign for
- 25. spell out = enumerate; state in detail
- 26. take over= take control or possession of something, take charge or responsibility
- 27. work out = plan, develop
- 22. Write off = remove from a business record, cancel a debt
- 17. Shell out = To pay for something, usually something you would rather not have to pay for
- 18. Put aside = To save money for a specific purpose
- 19. Turn down = Decrease volume

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SEMESTER-II

CORE COURSE – 114 PRACTICAL STUDIES

Introduction:

The BBA programme aims at providing a practical insight to the student in the various functions of business enterprises. It is this aspect which gives a learner an edge over other programmes in same area. Lack of industry- exposure would prove fatal and hence a student of management needs to undergo practical training to sharpen his theoretical skills and knowledge.

Objectives: This course aims at bridging the gap between theory and practice by providing an opportunity to the student to acquire basic understanding of the functioning of a business organisation. It attempts to introduce a student to the various functional areas of management through industrial exposure followed by report writing and *viva-voce*. It also aims to sharpen the communicative skills of the students through practical training in some of the important skills required to be mastered by middle and higher level managers.

Number of credits: 3

Lectures per week: 4 ½

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

20. **GENERAL INSTRUCTIONS:-**

13. The practical studies paper be incorporated in the second semester of B.B.A. course with 3 credits and 4 ½ hours per week in the following manner:-

Component	Hours per week
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Communication practicals	3 ½
Project work	1
Total	4 ½

14. Each batch for practical studies should not have more than 40 students. For every batch 3½ hours per week have to be allocated for communication practicals and 1 hour per week for the project work.

15. The evaluation of communication skills practicals will consist of role plays and speech making whereas the project work will be evaluated on the basis of project report and individual viva-voce.

16. The marks allocation will be as follows:-

Evaluation	Internal		External	
Communication Practicals	15 Marks		35 Marks	
Details	Role play 9	Speech making 6	Role play 20	Speech making 15
Project work	15 Marks		35 Marks	
Details	Viva voce 9	Project report 6	Viva voce 20	Project work 15
Total Marks	30		70	
Minimum Passing Marks	12 (out of 30)		28 (out of 70)	

17. The marks for practical studies shall be considered for deciding class and percentage of the student.

18. Minimum passing marks shall be at par with other subjects i.e. 40%.

21. **GUIDELINES FOR PROJECT WORK:-**

22. The visit should be to a manufacturing unit, which can be of any size and any form of organisation.

23. A batch of 35 to 40 students should be taken for the visit.

24. Students are required to prepare an individual report based on information gathered during the visit and/or sessions with industry representatives in consultation with the concerned teacher.

25. The report can be of 30 to 40 pages, more descriptive in nature. Use of graphics and pictures should be minimised. Also, mere reproduction of secondary data should be avoided. It should cover the

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following areas:-

M. COMPANY PROFILE:-

Name, Registered address, Brief History, Mission, Vision, Products, Form of organisation, Organisation Structure, Locational issues, Awards and Achievements.

N. PRODUCTION:-

Product classification, Production process, Production capacity, Plant layout, Raw material and its procurement, Ways to handle industrial waste.

O. MARKETING:-

Basic data about product, price distribution and promotion as 4 p's of marketing, Competitors.

P. HUMAN RESOURCES:-

Number of employees at each level, shifts , Recruitment, Selection, Training initiatives, Compensation, Policies regarding promotion and transfer.

Q. FINANCE:-

Investment in the organisation, Sources of funds, Last 3 years sales turnover, Profit and Loss account and Balance Sheet. (if available)

R. SOCIAL RESPONSIBILITY AND FUTURE PLANS OF THE ORGANISATION.

U. Guidelines for FYBBA Communication Skills Practical

28. Speech Making: The students would be asked to make extempore speeches on current topics (could be related to social evils, economic developments, political conditions, etc.) for the duration of 3 minutes.

29. Role Play: Role Play can be related to any of the following topics.

26. Conversing with an insurance agent

27. At a bank

28. At a shop

29. At a travel agency

30. At a ticket counter

31. Medical Representatives

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32. Clients/patients to a counselor
33. Taking interviews (like a media personnel) of celebrities
34. Reactions/evasive replies/ negative responses to unwanted telephone calls
35. Conversation between teacher-student/boss-employee

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SEMESTER II

ELECTIVE COURSE (EC-102): Environmental Studies

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SEMESTER II

FOUNDATION COURSE (FC-102): PERSONALITY DEVELOPMENT

Introduction:

Personality Development quintessentially means enhancing and grooming one's outer and inner self to bring about a positive change to your life. Each individual has a distinct persona that can be developed, polished and refined. This process includes boosting one's confidence, improving communication and language speaking abilities, widening one's scope of knowledge, developing certain hobbies or skills, learning fine etiquettes and manners, adding style and grace to the way one looks, talks and walks and overall imbibing oneself with positivity, liveliness and peace.

Objectives:

EE. To introduce a student to the concept and relevance of PDP.

FF. To familiarize them with basic communication skills.

GG. To generate an awareness regarding life skill and self management.

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) Personality Concept & Importance of PDP.

- Presenting one self – Body Language, Dress code.
- Leadership skills.
 - b) Time management.
 - c) Personal Hygiene & Grooming.
 - d) Development of positive attitude
 - e) Boosting Self-confidence

Unit 2:- Communication Skills

- General English (Spoken)
- Writing (Letters, Application, Notice, Minutes, Poster, Resume)
- Voice Culture

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- Telephone Manners
- Handling Group Discussions
- Mock Interviews
- Participation in Debate & Extempore

Unit 3:-a) Life skill – Introduction, need & Importance
b) Self awareness and appropriate social interactions,
Decision making & problem solving
Functional reading & research.

Unit 4:- a) Self management and stress management skills.
b) Awareness of personal and community safety issues.
c) Nutritional concept.
d) Awareness of community service providers
f) Basic home sanitation and maintenance.

Reference:-

29. UNESCO, Life skills in Non-formal Education, UNESCO & INC New Delhi.
30. Shaffer, D. Social and Personality Development, Belmont, CA, Wadsworth/Thomas learning.
31. Shaver, P. Living Styles May be Determined in Infancy, APA Monitor Washington.
32. Cartledge, G. Teaching Social Skills To Children and Youth Innovative Approach, Boston MA: Allyn And Bacon.

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SEMESTER II
**FOUNDATION COURSE (FC-102): Indian and Global Economic
Development.**

Introduction:

With a population of just over 1 billion, India is the world's largest democracy. In the past decade, the country has witnessed accelerated economic growth, emerged as a global player with the world's fourth largest economy in purchasing power parity terms, and made progress on most of the Millennium Development Goals. However, poverty remains a major challenge. According to the revised official poverty line, 37.2% of the population (about 410 million people) remains poor, making India home to one third of the world's poor people. The urgency of addressing India's development challenges has been exacerbated by the global economic crisis of 2007/09. Although India's economy grew at 6.1% in the last quarter of 2009, which was among the highest growth rates in the world, this still represents a significant dip from the peak of 9.7% growth in fiscal year 2006/07. With a mix of monetary and fiscal tools, the Government responded fairly quickly to the financial crisis, and was successful in shielding the country from the fallout felt throughout the world.

Objectives -:

1. To expose students to a new approach to the study of the Indian Economy
2. To help the students in analyzing the present phase of the Indian Economy.
3. To enable students to understand the process of integration of the Indian economy with various economies of the world.
4. To acquaint students with the emerging issues in business at the international level in the light of policies of liberalization and globalization.

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. Introduction

Basic characteristics of the Indian economy as an emerging economy.
Comparison of the Indian economy with developed economies with respect to

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Population.
Per-Capita income
Agriculture.
Industry
Service sector.

2. Agricultural Development in India since Independence.

Place of Agriculture in the Indian economy.
Constraints in Agricultural Development.
Rural Indebtedness – causes and measures.
Agricultural Marketing – Problems and measures.

3. Human Development & Economic Planning in India.

Role of Human Resources in Economic Development
Concept of Human Development Index (HDI)
Concept of Human Poverty Index.
Objectives and need of Economic Planning in India.
Current Five year Plan – Objectives and strategy.
Evaluation of Economic Planning in India.

4. Global Economic Development

Meaning of Liberalization, Privatization and Globalization (LPG).
The privatization Debate – Arguments for and against.
Challenges of Liberalization, Privatization and Globalization.

Recommended Books

1. International Business Environment – Black and Sundaram. Prentice Hall India.
2. The Global Business Environment – Tayeb Monis H. Sage Publications, N.Delhi.
3. International Business – Competing in the Global Marketplace – Charles Hill, Arun Kumar Jain, Tata McGraw Hill.
4. International Economics – M.L. Jhingan Vrinda Publications, Delhi.
5. Indian Economy – Ruddar Datta and K.P.M. Sundaram. S. Chand &Co. N. Delhi.
6. Indian Economy – Problems of Development and Planning. A. N. Agarwal. New Age International Publishers.
7. Jagatik va Bharatiya Arthvikas – Dr. T. G. Gite and others. Atharva Prakashan, Pune.
8. Indian Economy – S. K. Misra and V. K. Puri, Himalaya Publishing House, Delhi.
9. Economic Survey – Government of India.
10. UNDP, Human Development Report.
11. World Bank, World Development Report.

Bachelor of Business Administration (BBA) Syllabus
GUJARAT UNIVERSITY

SYLLABUS FOR F.Y BBA

SEMESTER II

FOUNDATION COURSE (FC-102): STRESS MANAGEMENT

Introduction:

'STRESS' is a much discussed problem nowadays. It is causing physical and mental problems to people from all walks of life. Stress is the body's reaction to a change that requires a physical, mental or emotional adjustment or response. Stress can come from any situation or thought that makes you feel frustrated, angry, nervous, or anxious. All individuals experiences stress in some form and hence it is essential to understand stress and also learn to manage it (if not eliminate it).

Objectives: This course attempts to understand the causes, remedies and ways and means to manage stress by enhancing stress resistance and increase professional efficiency.

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: Introduction: *Definition and nature of Stress; stress and emotions; biological component of stress; arousal and stress; stress and brain.*

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Unit 2: Occupational stress; stress and individual and work; the quality of working life;

stress amongst managers and leaders; stress-conflict-leadership.

Unit 3: Stress Coping strategies: coping with stress involving mind, body, spirit.

Unit 4: Management of stress: art of stress management; leading a stress free life; stress

and yoga, novel ways of managing stress.

Recommended Text book: “Stress Management” Dr. P.K.Dutta, Himalaya Publishing House, First Edition 2010.