

## SEMESTER-I

### BBA1101 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*				
BBA1101	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 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 will give a brief understanding of the managerial functions of planning (including decision making) and organizing.

#### Course Outcomes

1. Understand the major functions of management viz. Planning, Organizing, Staffing and Controlling
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 and Scope of Management, Management a Science or Art
2. Evolution of Management Thought
3. Early Classical Approaches – Scientific Management, Administrative Management,
4. Functions of Various Levels of Management, Managerial Skills
5. Role and Skills of Managers

##### Unit II: Planning

1. Planning: Meaning, Need and Importance
2. Planning Process
3. Types of Planning
4. Objectives
5. MBO

  
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6. Strategies, Policy, Procedure and Program

### Unit III: Organizing

1. Introduction - Meaning of organizing, principles of organizing.
2. Departmentation – Meaning, bases of departmentation
3. Delegation – Meaning, elements of delegation
4. Formal organizations- Line, Functional, Line and staff
5. Informal organizations- Meaning, benefits, problems
6. Span of control, Management of Delegation and Decentralization

### Unit IV: Staffing and Directing

1. Concept
2. Job Design
3. Directing
4. Leadership

### Unit V: Controlling and Reviewing

1. Concept of Controlling
2. Types of Controls
3. Design of Control Process
4. Reviewing

### Suggested Readings

1. Stoner and Freeman (1995). *Management*. Prentice Hall of India. Latest Edition.
2. Koontz and Heinz (2010). *Essentials of Management*. Tata McGraw-Hill Education India. Latest Edition.
3. Robbins and Coulter (2007). *Management*. Prentice Hall of India. Latest Edition.
5. Hillier Frederick S. and Hillier Mark S (2008). *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets*. McGraw Hill, India. Latest Edition.
6. Wehrich Heinz and Koontz Harold (2011). *Management, A Global and Entrepreneurial Perspective*. McGraw-Hill Education, New Delhi, India. Latest Edition.
7. 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	University	Two Term Exam	Teachers Assessment	END SEM	University				
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 Objectives

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

### 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
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

  
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### 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 Reading

1. Khan M. Y. and Jain P. K. (2007). *Financial Management*. Tata McGraw Hill. Latest Edition.
2. Pandey I. M, Vikas(2009). *Financial Management*. Latest Edition.
3. Chandra Prasanna(2011). *Financial Management*. Latest Edition.
4. Shrivastav and Mishra (2008). *Financial Management*. Oxford University press. Latest Edition.
5. Brigham and Houston (2009). *Fundamentals of Financial Management*. Cengage Learning. Latest Edition.
6. Vanhorns and Bhandari(2008). *Fundamentals of Financial Management*. Prentice Hall, Latest Edition.
7. Kothari and Dutta(2005). *Contemporary Financial Management*. Macmillan India Ltd. Latest Edition.



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## BComBF103 INTRODUCTION TO FINANCIAL SERVICES

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*				
BComBF103	Introduction to Financial services	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 understand theories of value, risk and return, capital investment decisions, financing decisions, dividend policy, Mutual fund etc. To study leasing, corporate takeovers, and managerial compensation.

### Course Outcomes

1. Familiarize the students with the role, scope and growing contribution of financial services in the service sector of the economy.
2. Know the impact and role of Credit rating in the corporate world.
3. Analyze the contribution of merchant banks and venture capital in the promotion of the business.
4. Understand the benefits of Factoring and forfeiting and debt Securitization.

## COURSE CONTENTS

### Unit I: Introduction

1. Overview of Financial systems In India – Structure and Functions of Financial Systems
2. Financial Markets – Capital Markets & Money Markets
3. Financial Instruments
4. Role of SEBI

### Unit II: Financial Services

1. Objectives of financial services
2. Types of financial services – capital market services & money market services
3. Banking financial corporations, non banking financial corporation's
4. Financial services sector problems and reforms

  
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### **Unit III: Venture Capital and Leasing**

1. Venture capital: financing pattern – legal aspects and guidelines for venture capital
2. Leasing- types of leases – leasing vs borrowing
3. Credit rating: CRISIL
4. Factoring, forfeiting
5. Bill discounting

### **Unit IV: Mutual Funds**


1. Mutual funds: concepts, objectives and functions
2. Guidelines for mutual funds – working of public and private mutual funds in India
3. Debt securitization

### **Unit V: Merchant Banking**

1. Merchant Banking
2. Hire Purchase
3. E-banking
4. Micro/ Macro finance

### **Suggested Readings**

1. Khan, M.Y. (2009). *Financial Services*. New Delhi: Tata McGraw Hill.
2. Pathak, Bharti (2010). *Indian Financial System*. India: Pearson.
3. Srivastava, R. M. (2010). *Dynamics of Financial Markets and Institutions in India*. New Delhi: Excel Books.
4. Shanmugham (2009). *Financial Services*. New Delhi: Wiley.
5. Bhole, L. M. (2009). *Financial Institutions and Markets*. New Delhi: Tata McGraw Hill.
6. Gurusamy, S. (2008). *Financial Markets and Institutions*. New Delhi: Tata McGraw Hill.
7. Gopalswamy, N. (2008). *Capital Market*. New Delhi: Macmillan Publishers

  
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## BBA1104 PRINCIPLES OF MICRO ECONOMICS

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Examinee	Two Term Exam	Teachers Assessment	END SEM University Examinee	Teachers Assessment				
BBA1104	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

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

### 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

#### **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



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#### **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. Latest Edition.
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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## HU101 FOUNDATION ENGLISH I

### Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore B.A. Honors Economics

SUBJECT CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
HU101	SOC. SC., ARTS & HUM	Foundation English I	60	20	20	0	20	3	0	2	4

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

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

**Course Educational Objectives (CEOs):** The students will be able to

- Develop the second language learners' ability to enhance and demonstrate LSRW Skills.
- To acquire English Language Skills to further their studies at advanced levels.
- To become more confident and active participants in all aspects of their undergraduate programs

**Course Outcomes (COs):** The students should be able to:

- Have confidence in their ability to read, comprehend, organize, and retain written information.
- Write grammatically correct sentences for various forms of written communication to express themselves.

## COURSE CONTENTS

### UNIT I

Communication: Nature, Meaning, Definition, Process, Functions and importance, Characteristics of Business Communication, Verbal and Non Verbal Communication, Barriers to Communication.

### UNIT II

Listening: Process, Types, Difference between Hearing and Listening, Benefits of Effective Listening, Barriers to Effective Listening, Overcoming Listening Barriers, and How to Become an Effective Listener

### UNIT III

Basic Language Skills: Grammar and usage- Parts of Speech, Tenses, Subject and Verb Agreement, Prepositions, Articles, Types of Sentences; Direct - Indirect, Active - Passive voice, Phrases & Clauses.

  
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### B.A. Honors Economics

#### UNIT IV

Business Correspondence : Business Letters, Parts & Layouts of Business Letter, Job application and Resume, Application Calling/ Sending Quotations/ Orders/ Complaints. E-mail writing , Email etiquettes

#### UNIT V

Précis Writing and Noting: The Purpose of Notes, Methods of Note-Taking, General Principles of Good Notes. Drafting: Notices, Agenda and Minutes. Advertisement: Importance, Types, Various Media of Advertising. Slogan Writing.

#### Practical:

- Self Introduction
- Reading Skills and Listening Skills
- Linguistics and Phonetics
- Role plays
- Oral Presentation – Preparation & Delivery using audio – visual aids with stress on body language and voice modulations.
- Social etiquettes

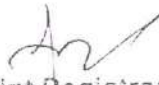
#### Suggested Readings

- Adair, John (2003). *Effective Communication*. London: Pan Macmillan Ltd.
- A.J. Thomson and A.V. Martinet(1991). *A Practical English Grammar*( 4<sup>th</sup> ed). Newyork: Oxford IBH Pub
- Ashraf Rizvi.(2005).*Effective Technical Communication*. New Delhi:Tata Mc Graw Hill
- Kratz, Abby Robinson (1995). *Effective Listening Skills*. Toronto: ON: Irwin Professional Publishing.



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