

## BBAI101 PRINCIPLES OF MANAGEMENT

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

### Course Outcomes

- Understand the major functions of management viz. Planning, Organizing, Staffing and Controlling
- Describe the interrelationship among the various functions of Management
- Develop a general management perspective
- 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

### Unit II: Planning

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



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### 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 and Heinz Weihrich (2008). *Essentials of Management*. Tata McGraw-Hill Education, India, Latest Edition.
2. Robbins and Coulter (2007). *Management*. Prentice Hall of India, Latest Edition.
3. Hillier Frederick S. and Hillier Mark S(2008). *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets*. Mc Graw Hill, India, Latest Edition.
4. Weihrich Heinz and Koontz Harold (2011). *Management: A Global and Entrepreneurial Perspective*. McGraw-Hill Education, New Delhi, India, Latest Edition.
5. Tripathi P.C. and Reddy P.N.(2012). *Principles of Management*. Tata Mc Graw 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	Teachers Assessment					
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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## BBAI104 PRINCIPLES OF MICRO ECONOMICS

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

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

#### **Unit IV: Demand Forecasting and Theory of Production**

1. Purpose, Techniques
2. Production Function (meaning)
3. Law of Diminishing Returns

  
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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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**BCom101 BUSINESS ORGANIZATION AND 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*				
BCom101	Business Organization and 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**

The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.

**Course Outcomes**

1. Understand the major functions of management viz. Planning, Organizing, Staffing and controlling.
2. Describe the differentiation between Small and medium enterprises.
3. Develop a general management perspective.

**COURSE CONTENT**

**Unit I: Foundation of Indian Business**


1. Manufacturing and service sectors
2. Small and medium enterprises
3. India’s experience of liberalization and globalization.
4. ‘Make in India’ Movement.
5. E-commerce.

**Unit II: Business Enterprises**

1. Forms of Business Organization
2. Sole Proprietorship, Joint Hindu Family Firm
3. Partnership firm, Joint Stock Company, Cooperative society
4. Limited Liability Partnership
5. International Multinational Corporations.

**Unit III: Management and Organization**

1. The Process of Management: Planning; Decision-making; Strategy Formulation

  
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2. Organizing: Basic Considerations
3. Departmentation – Functional, Project, Matrix and Network
4. Delegation and Decentralization of Authority
5. Groups and Teams

**Unit IV: Leadership, Motivation and Control**

1. Leadership: Concept and Styles
2. Trait and Situational Theory of Leadership
3. Motivation: Concept and Importance; Maslow Need Hierarchy Theor
4. Herzberg Two Factors Theory.
5. Communication: Process and Barriers

**Unit V: Functional Areas of Management**

1. Marketing Management
2. Marketing Concept; Marketing Mix
3. Product Life Cycle; Pricing Policies and Practices
4. Financial Management: Concept and Objectives
5. Sources of Funds – Equity Shares, Debenture

**Suggested Readings**

1. Kaul, V.K. (2010). *Business Organisation and Management*, Pearson Education, New Delhi
2. Chhabra, T.N. (2008). *Business Organisation and Management*, Sun India Publications, New Delhi,
3. Gupta, C.B (2006), *Modern Business Organisation*, Mayur Paperbacks, New Delhi
4. Koontz and Weihrich (2006), *Essentials of Management*, McGraw Hill Education.
5. Basu, C. R. (2008). *Business Organization and Management*, McGraw Hill Education.
6. Jim, Barry, John Chandler, Heather Clark; *Organisation and Management*, Cengage Learning.
7. Buskirk, R.H., et al; *Concepts of Business: An Introduction to Business System*, Dryden Press, New York.



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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

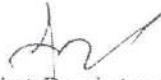
#### Suggested Readings

- 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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