

K.S.K.V. Kachchh University
Bachelor of Business Administration
Semester-I
CC101: GENERAL ENGLISH

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.

1. Objective:

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.

2. Key features: Conceptual framework, understanding dynamics of individual behaviour, understanding dynamics of group behavior, organizational dynamics, managing change towards organizational effectiveness.

3. Evaluation :

Evaluation pattern

End Semester	70%
Mid-Semester	20%
Projects, Assignments, Quizzes, Class Participation	10%

4. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Selected Stories from Malgudi Days by R K Narayan (List of stories will be attached later)	25%
2	Arms and the Man by Bernard Shaw	25%
3	Grammar: Tenses , Subject-verb agreement, Preposition, Articles, Modals	25%
4	Speaking Skills:and Organizational Politics	25%

5. 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

6. 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 Malgudy 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

7. Recommended Text Books & Suggested reference Books:

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

8. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

9. Distribution of Marks :

- | | | |
|-----|---|----------|
| Q.1 | 14 marks will have multiple choice questions based on the given units | 14 Marks |
| Q.2 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.3 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.4 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.5 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |

K.S.K.V. Kachchh University
Bachelor of Business Administration
Semester-I

CC102: 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.

1. **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.

2 Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents:

Module No.	Modules/ Sub Modules	Marks (%)
1	Introduction to Management and Planning <u>Management</u> : Meaning and process of management. <u>Planning</u> : Meaning; planning process; planning remises; types of plans – based on breadth and use	25%
2	Forecasting, Decision making <u>Forecasting</u> : Meaning; techniques of forecasting – Historical analogy method, survey_method, business barometers, time series analysis, regression analysis, significance and limitations of forecasting <u>Decision making</u> : Meaning; decision making process; techniques of decision making – Decision Tree, PERT and CPM.	25%
3	Organizing – Part 1 <u>Introduction</u> - Meaning of organizing; principles of organizing. <u>Departmentation</u> – Meaning; bases of departmentation – function wise, product wise, territory wise, process wise and customer wise. <u>Delegation</u> – Meaning; elements of delegation; principles of effective delegation. <u>Centralization and decentralization</u> – Meaning; factors affecting degree of centralization and decentralization.	25%

- 4 Organizing – Part 25%
Types of organizations (10 Hours)
Formal organizations: Line; Functional; Line and staff; Committee (only the meaning, advantages and limitations of all the four forms)
Informal organizations: Meaning; benefits; problems.

4. 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.

5. Suggested topics for seminars and presentations:

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

6. Recommended Text Books & Suggested reference Books:

Text book:

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:

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

7. Structure of Course Examination

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Semester-I

CC103: 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.

1. **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.

2. **Evaluation :**

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. **Course Contents :**

Module No.	Modules/ Sub Modules	Marks (%)
1	<p>A) FUNDAMENTALS OF ACCOUNTANCY: Meaning, Scope and Utility of Accounts, Methos 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.</p> <p>B) CAPITAL, REVENUE, DEFERRED REVENUE EXPENSES, RESERVES, PROVISIONS AND CONTINGENT LIABILITY: 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</p> <p>C) ACCOUNTING CONCEPTS, CONVENTIONS 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</p>	25%

- | | | |
|----------|---|------------|
| 2 | ACCOUNTING FOR NON TRADING CONCERNS:
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) | 25% |
| 3 | FINAL ACCOUNTS OF SOLE PROPRIETARY CONCERN:
Preparation of Final account of sole Trading | 25% |
| 4 | ACCOUNTING ENTRIES IN TALLY 7.2 USING VOUCHERS:
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) | 25% |
- Note :** Each student should be given at least 10 hours of Tally 7.2 Practical.

4. 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)

5. 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

- 6. Teaching methodology:** The methodology includes conceptual knowledge and case studies giving real life experience

7. Recommended Text & Suggested reference Books:

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

8. Structure of Course Examination

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CC104: 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:** The objective of this course is to equip the students with conceptual understanding of finance and its practical application. It is expected that the students possess a sound base in accounting principles and practices including financial analysis. The course intends to equip students with the ability to apply concepts in managerial decision making. At the end of the course, they are expected to have learnt the methodology and techniques for application of financial and managerial accounting and information in the formation of policies and in the planning and control of the operations of the organization.

2. Evaluation:

Evaluation pattern

End Semester Examination	70%
Mid-Semester Examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Definitions of Economics: Scarcity and Growth definitions; Introduction to Micro Economics; Definition, Scope, Importance and Limitations of Micro Economics; Important Concepts; Economic goods and Free Goods, Price and Value, Want and Demand, Production Possibility Curve; Economic Systems; Planned Economy, Free Market Economy and Mixed Economy	25%
2	Theory of Demand: Meaning of Demand and Determinants of Demand – Demand Function; Law of Demand, Expansion and Contraction of Demand, Increase and Decrease in Demand, Usefulness of Law of Demand, Exceptions to the Law of Demand; Utility Analysis: Concept of Utility, Law of Diminishing Marginal Utility, Derivation of Demand Curve on the basis of the Utility analysis , Consumer’s Surplus	25%
3	Theory of Supply: Meaning of Supply, Determinants of Supply, Expansion and Contraction of Supply, Increase and Decrease in Supply; Demand and Supply as determinants of Price; Meaning of Market, Types of Market and their important features: Perfect Competition, Monopoly, Monopolistic Competition and oligopoly	25%
4	Marginal Productivity Theory of Distribution; Rent: Concepts of Differential Rent and Scarcity Rent, Economic and Contract Rent, Quasi Rent, Pure Rent and Quasi Rent; Wages: Concepts of Time Wages, Piece Wages, Money wages, real Wages, factors determining real Wages; Interest: Gross and Net Interest. Components of Gross Interest; Profit: Theories of profit – risk, uncertainty, innovation	25%

4. **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 Pricing differ from Commodity Pricing?
7. Explain the Constituents of gross profit.

5. **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

6. **Recommended Text Books & Suggested reference Books:**

Text Book:

Micro Economic Theory by R. Cauvery (S.Chand Publication.)

Micro Economics by M.John Kennedy (Himalaya Publication)

Reference Books:

Modern Micro Economics by H.L Ahuja (S Chand Publication)

Modern Economic Theory by K.K Dewett (S. Chand Publication)

Elementary Theory by K.K. Dewett & J.D.Verma. (S.Chand Publication.)

Principles of Economics by D.M.Mithani (Himalaya Publication)

7. **Structure of Course Examination**

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CC105: 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.

1. **Objective:** 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.
2. **Evaluation :**

Evaluation pattern

End Semester Examination	70%
Mid-Semester Examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Joint Stock Company : 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.	25%
2	Company Management <ol style="list-style-type: none"> i. <u>Director</u> – meaning; definition under Company’s Act 1956; position; qualifications and disqualifications of a director; number of directors; powers, duties and liabilities of directors. ii. <u>Managing Director</u> – definition under Company’s Act 1956; position; appointment and disqualifications; remuneration to Managing Director. iii. <u>Company Secretary</u> – definition under Company’s Act 1956; position, qualifications; appointment; powers and duties of a Company Secretary. 	25%
3	Company Meetings, Resolutions and Minutes ; <u>Company meetings</u> - Meaning; types <ol style="list-style-type: none"> i. <u>Shareholders meetings</u> – 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. <u>Board Meetings</u> – provisions regarding time, place, notice, quorum, agenda; purpose of holding board meetings. <u>Resolutions</u> – meaning; types; <u>Minutes</u> – meaning; signing	25%

- 4 Business Combinations : Business Combinations - Meaning; 25%
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.

4. Topics for assignments:

- 1 Features of a Joint Stock Company.
- 2 Winding up of Joint Stock Companies.
- 3 Class meeting of shareholders.
- 4 Debenture holders' meetings.
- 5 Creditors' meetings.
- 6 Functions of Commodity Exchanges.
- 7 Services offered by Commodity Exchanges.

5. 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.

6. Recommended Text Books & Suggested reference Books:

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

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K.S.K.V. Kachchh University
Bachelor of Business Administration
Semester-I
CC106: 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.

1. **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.

2 **Evaluation :**

Evaluation pattern

End Semester	70%
Mid-Semester	20%
Projects, assignments, quizzes, class participation	10%

3 **Course Contents :**

Module No.	Modules/ Sub Modules	Marks (%)
1	Set theory: Introduction; Types of Sets; Venn Diagrams; Operations on Sets; Cartesian Product of two Sets; Applications	25%
2	Function : Definition ;Types of functions ; Some functions in Commerce and Economics Applications Limit : Introduction; Definition and working rules of Limit; Some Standard Limits	25%
3	Permutations and Combinations: Introduction; Important notations, meaning; Applications	25%
4	Co-ordinate Geometry : Introduction; Cartesian Co-ordinate system; Distance formula; Line and slope of a line ; Different forms of equations of a line; Applications; Arithmetic and Geometric Progression	25%

5. **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

6. Seminar Topics:

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

7. Recommended Text Books cum Reference Books :

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 GrawHill)

8. Structure of Course Examination

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Evaluation pattern

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CC107: 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.

1. **Objective:** To introduce the students to the fundamentals of computers and familiarize them with the jargon commonly used by computer literates. 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. To introduce the student to the internet and its applications and thereby empowering him to utilize e-sources for upgrading his knowledge base.

2. **Evaluation :**

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. **Course Contents :**

Module No.	Modules/ Sub Modules	Marks (%)
1	<p>Unit-1 Introduction to Computers, Operating System Windows & its Utilities 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</p> <p>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; Control Panel Files and Folders: Creating Folder; Folder Operations (copying , moving and deleting) Creating files & file operations; Creating systems tool and disk defrag</p> <p>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</p>	25%

2 MS Word & Introduction to Excel 25%

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

3 MS PowerPoint 25%

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

4 Advanced Excel 25%

Data validation ; Data filter (Auto & Advance); Charts; What if analysis; Goal seek; Scenario ; Protecting Worksheet; Types of error

Functions and formulas

Mathematical Round, ceil floor, fact, subtotal, sum , sum if; Logical AND, OR, NOT, if; Statistical Min, max, avg, count if; Text Concatenate, Exact, find, left, right, len, lower, upper, trim; Lookup Hlookup, Vlookup; Date and Time Date, day, days360, hours, minute, now, second, time, today, year, datediff; Financial Functions; FV, IPMT, NPER, NPV, PMT, PV, Rate Pivot table

4. Recommended Text Books & Suggested reference Books:

Tax 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.