

BBAT
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CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

Course Content

Semester:-I

Course Code

BBA:-

- | | |
|-------|--|
| N-101 | Business Organisation |
| N-102 | Business Mathematics ✓ |
| N-103 | Principles of Economics |
| N-104 | Book Keeping & Basic Accounting |
| N-105 | Business Laws |
| N-106 | Fundamentals of Management Business Ethics |
| N-107 | Business Ethics |

Semester:-II

BBA:-

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|------|--------------------------|
| N201 | Business Environment |
| N202 | Business Communication |
| N203 | India Economy |
| N204 | Principles of Accounting |
| N205 | Organisation Behaviour |
| N206 | Business statistics |

Semester:-III

BBA:-

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|------|---------------------------|
| N301 | Advertising Management ✓ |
| N302 | Indian Banking system |
| N303 | Human Resource Management |
| N304 | Marketing Management |
| N305 | Company Accounts |
| N306 | Company Law ✓ |

Semester:-IV

BBA:-

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|-------|-----------------------|
| N-401 | Consumer Behaviour |
| N-402 | Financial Management |
| N-403 | Production Management |
| N-404 | Sale Management |
| N-405 | Research Methodology |
| N-406 | Operation Research |

Semester:- V

Business Organisation

Meaning and definition of business essentials & scope of business
Classification of Business Activities, Meaning, Definition,
Characteristics and objectives of Business Organisation, Evolution of
Business Organisation . Modern Business, Business & Profession.

3+3+2
= 8
Lect.

Business Unit, Establishing a new business unit. Meaning of
Promotion. Features for business, Plant location, Plant Layout & size
of business unit.

(7)

Forms of Business Organisation. Sole Proprietorship, Partnership,
Joint Stock Companies & Co-operatives.

(4)

Business Combination Meaning Causes, Objectives, Types and Forms
Mergers, Takeovers and Acquisitions.

Business Finance: Financial need of Business methods & sources of
finance.

Security Market, Money Market, Study of Stock Exchange & SEBI.

ed Books:

Prjee S.K.	Business Organisation
h Prakash	Business Organistaton and Management
akash	Business Organisation
kar S.A.	Business Organisation and Management
B. Chhabra	Business Organisation

BBA- I Semester

BBA N 102

Business Mathematics

- Unit I ✓ Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business Mathematical Induction.
- Unit II Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the adjoint matrix methods & Gaussian Elimination Method.
- Unit III ✓ Percentage, Ratio and Proportion, Average, Mathematical Series-Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.
- Unit IV Set theory- Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business, Permutation & Combination.
- Unit V Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems. Etc)

Suggested Books:

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|-------------------|----------------------------|
| 1.Mehta & Madnani | Mathematics for Economics |
| 2.Mongia | Mathematics for Economics |
| 3.Zamiruddin | Business Mathematics |
| 4.Raghavachari | Mathematics for Management |

BBA- I Semester

BBA N 103

Principles of Economics

Unit I

Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics in Business Management, Utility analysis, Marginal Theory of utilities and Equi-Marginal theory of utility.

Unit II

Meaning of demand. Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve and Nature of Curves, Laws of Demand Elasticity of Demand Types & Measurement, Indifference curves analysis Consumer Equilibrium & Consumer Surplus. Price, Income and substitution effect.

Unit III

Production-Meaning and Analysis Production function. Laws of production, Laws of increasing returns & Laws of constant returns. Equal product curves and Producer equilibrium.

Unit IV

Market analysis-Nature of market, Types of markets and their characteristics Pricing under different market structures-Perfect Monopoly, oligopoly and Monopolistic completion. Price discrimination under monopoly competition.

Unit V

Theories of factor pricing, factor pricing v/s product pricing. Theories of rent theories of interest theories of wages theories of profit, Concept of profit maximization

Suggested Books:

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|-------------------|-------------------------|
| 1.Adhjkari M | Management Economics |
| 2.Gupta G.S. | Managerial Economics |
| 3.Lal S.M. | Principles of Economics |
| 4.Vaish & Sunderm | Principles of Economics |

BBA- I Semester

BBA N 104

Book Keeping and Basic Accounting

- Unit I Meaning of book keeping, Process of book keeping and accounting, Basic terminology of accounting, subsidiary books of accounts, Difference between accounting & book keeping, Importance & Limitations of Accounting, Various users of Accounting Information, Accounting Principles, conventions & Concepts.
- Unit II Accounting Equation, Dual Aspect of Accounting Types of accounting Rules of debit & Credit, Preparation of Journal and Cash book including banking transaction, Ledger and Trial balance.
- Unit III Rectification of errors preparation of bank reconciliation Statement, Bills of Exchange And promissory notes.
- Unit IV Valuation of stocks, Accounting treatment of depreciation. Reserve and provision, Preparation of final accounts along with adjustment entries.
- Unit V Issue of shares and debentures, Issue of bonus shares and right issue, Redemptioment preference shares and debentures.

Suggested Books:

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| 1. Agarwal B.D. | Advanced Accounting |
| 2. Chawla & Jain | Financial Accounting |
| 3. Chakrawarti K.S. | Advanced Accounts. |
| 4. Gupta R.L. & Radhaswamy | Fundamentals of Accounting |
| 5. Jain & Narang | Advanced Accounts |
| 6. Shukla & Grewal | Advanced Accounts |

BBA- I Semester

BBA N 105

Business Laws

Unit I

Indian Contract Act: Definition and essentials, Contracts agreements, Offer & Acceptance Consideration, Capacity of parties Free Consent, Performance of Contracts, Terminal of Contract, Consequence and Remedies of Contract terminal. Pending

Unit II

Contingent contract, Implied, Quasi contract, Indemnity Contract, Guarantee contract, Bailment, Lien, Pledge contract, Agency contract.

Unit III

Sales of Goods Act: Sale contract-Definition, Features, Formation of Contract Contents of sale contract-Goods, Price, Condition and Warranty, Ownership of goods and transfer, Performance of sale contract, Delivery, Rights of unpaid sellers, Auction Sale.

Unit IV

Indian Partnership Act: Definition and Nature of Partnership, Partnership deed Mutual and Third parties relation of Partners, Registration of Partnership Dissolution of Partnership.

Unit V

Definition Features Types Recognition And Endorsement of Negotiable Instruments.

Suggested Books:

1.Dhanda PMV

Commercial and Industrial Laws

2.Kapoor D

Elements of Mercantile law(including Company Law Industrial Law)

3.Gulshan S and Kapoor

Lectures on Business & Economics Laws

4.Kuchall

Business Laws

5.Mandal C.

Economics and other Legislations

BBA- I Semester

BBA N 106

Fundamentals of Management

- Unit I Introduction Concepts, Objectives, Nature Scope and significance of management Evolution of management thought-Contribution Taylor, Weber and Fayol management.
- Unit II Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.
- Unit III Organizing: Concept, Objectives, Nature of organizing, Types of Organization, Delegation of authority, Authority and responsibilities, Centralization and Decentralization Span of Control.
- Unit IV Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Meaning. Importance, Styles, Supervision, Motivation Communication.
- Unit V Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.

Suggested Books:

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| 1. Pagare Dinkar | Principles of Management |
| 2. Prasad B M L | Principles and Practice of Management |
| 3. Satya Narayan and Raw VSP | Principles and Practice of Management |
| 4. Srivastava and Chunawalla | Management Principles and Practice |

BBA- I Semester

BBA N 107

Business Ethics

- Unit I Business Ethics- An overview-Concept, nature, evolving ethical values, Arguments against business Ethics.
- Unit II Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance.
- Unit III Relationship between Ethics & Corporate Excellence-Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.
- Unit IV Gandhian Philosophy of Wealth Management-Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins.
- Unit V Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.

Suggested Books:

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|-------------------|-----------------------------------|
| 1. Koltar, Philip | Marketing Management |
| 2. Stanton, Etzel | Walker, Fundamentals of Marketing |
| 3. Saxena Rajan | Marketing Management |
| 4. McCarthy, FJ | Basic Marketing |