UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

Bachelor of Business Adminstration

Annual Scheme

BBA Part-I Examination   2024

Raj /Jay

Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR

SCHEME OF EXAMINATION

BACHELOR OF BUSINESS ADMINISTRATION (BBA PART-I)
(10+2+3 Pattern)

Eligibility:-Candidates must have passed Senior Secondary Examination or equivalent with 48% marks.

Medium of instruction and examination will be English/Hindi.

For pass at each examination, a candidate shall be required to obtain a minimum of 36% marks in each paper and 48% marks in the aggregate.

Successful candidate will be qualified as under :

(a)   48% and above but less than 60% marks   II Division
(b)   60% and above but less than 75% marks   I Division
(c)   75% marks and above   I Division with distinction

The number of papers and practicals, wherever prescribed, the duration of examination, maximum marks and minimum pass marks are shown separately against each paper.

A student will be required to pass BBA Course within five years from the date of his/her admission.

Distribution of Marks

S.No.	Name of the Subject/Paper	No. of papers to be offered	Duration	Max. Marks	Min. Marks
1.	Paper-I: Business & Management	One	3 hrs.	100	36
2.	Paper-II: Business Communication	One	3 hrs.	100	36
3.	Paper-III: Legal Aspects of Indian Business	One	3 hrs.	100	36
4.	Paper-IV: Business Economics	One	3 hrs.	100	36
5.	Paper-V: Financial Accounting	One	3 hrs.	100	36
6.	Paper-VI : Computer Fundamentals Theory Practicals	One	 2 hrs. 2 hrs.	 40 60	 14 22

50% Papers (i.e. Three papers) can be carried forward from BBA Part-I examination to BBA Part-II examination and from BBA Part-II examination to Part-III examination. Further for BBA Part-III Examination, 50% of the papers (i.e., three papers) carried forward as due papers may be either from BBA Part-I or BBA Part-II or a mix from both years (BBA-I & BBA Part II)

The Pattern of question papers shall be as under :-

There will be five questions in all. The candidate will be required to attempt all the questions selecting one question from each Unit with an internal choice (either

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BACHELOR OF BUSINESS ADMINTRATION

PART-1

Paper-1 Business and Managemant   3 Hours duration
Scheme: Maximum Marks: 100
    Minimum Pass Marks: 36

Unit-I

Business & Management: Features and scope of Business. Elementry knowledge of Trade, Industry and Commerce, Types of Industries, Forms of ownership- Sole trading, Partnership, Company, Cooperatives, Joint sector, Public Enterprises.

Unit-II

Concept of management, Nature and scope of management. Management Functions, Functional areas of Management (elementary knowledge only), Principles of Management, Schools of Management Thought.

Unit-III

Planning: Nature and components of planning. Types of plans, Process of planning, Effective planning, MBO.

Decision-making: Process and Techniques of decision-making.

Unit-IV

Organisation: Definition, Principles of organisation, Forms of structure, Formal and informal Organisation, Delegation of authority.

Leadership: Function and Theories of Leadership, Leadership Styles.

Coordination: Principles and Techniques of coordination, Effective coordination

Unit-V

Motivation: Human needs, Techniques of motivation, Sound motivation system, Theories of motivation (suggested by Maslow, Herzberg, McGregor, Victor Vroom)

Control: Nature and process of control, Techniques of control elementary knowledge only. Effective control system

Books recommended:

1.   Koontz and weihrich—Essentials of Management (Tata McGraw Hill Co.)
2.   Newman, Warren & McGill—The process of management (Prentice-Hill of India Pvt, Ltd,)
3.   Terry and Franklin—Principles of Management (All India Travellers Booksellers)
4.   Toseph L. Massie—Essenntials of management (Prentice Hall of India)
5.   Stoner, Freeman and Gilbert—Management (Prentic Hall of India)
6.   Robert N. Lussier-M, Lussier—Management Fundamentals (South-Western college Publishing)
7.   Dr B.S. Mathur—Principles of Management (National publishing House, Chaura Rasta, Jaipur)
8.   M.J. Mathew-Business Management (Sheelsons, Jaipur)
9.   G.S. Sudha—Business Management (RBSA, Jaipur)

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Paper-II: Business Communication

Scheme: Maximum Marks: 100   3 Hours duration

Minimum Pass Marks: 36

Unit-I

Concept and objectives of Communication, Effevtive Communication, Communication Process, Types of Communication-Upward and Downward Horizontal. Grapevine

Unit-II

Media of Commmunication: Written, oral, face-to-face, visual, audio-visual, modern media telex, fax teleconferencIng, E-mail, media of non-verbal communication, kivesies effects.

Unit-III

Barriers to communication: Wrong choice of medium, Physical barriers, Scmantic burles, Different comprehension of reality, Socio-psychologigical burgers.

Unit-IV

Aids to correct writing: Tenses, Models, Conditional Infinitives, gerunds and participles, Active and Passive voice, Subject-verb agreement, Common errors.

Unit-V

Practical aspects of business communication: Report writing, Public speaking, Seminar Presentaton, Interview, group descussion Effictive listning

Writing Skills: types of business letters and letters writing.

Books recommended:

1. Rajendra Pal and J.S. Korlahalli- Essentials of Business Communication (Sultan Chand & Sons)
2. C.S. Rayed—Communication (Mumbai: Himalaya Publishing House)
3. C.B. Gupta—Business Communication & Customer Relations(Sultan Chand & Sons)
4. Parag Diwan—Communication Management (Deep & Deep publication Pvt. Ltd.)
5. Ronald E. Dulek and john S. Fieden—Principles of Business Communication (Macmillan Publishing Co.)
6. Karl Erik Rosengern—Communication—An Introduction (Sage Publications)
7. Websters Guide to Effective Letter Writing – Harper & Rom.
8. Krishna Mohan and Meera Banerji—Developing Communication Skill (Macmillan India Ltd)

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Paper-III: Legal Aspects of Indian Business
Scheme: Maximum Marks: 100   3 hours duration
Minimum Pass Marks: 36

Unit-I

Law of contract: Nature of contract, Classifications, Offer and Acceptance, Capacity to contract, Free Consent, Consideration, Legality of object, Agreement declared void, Performance of Contract, Discharge of Contract, Remedies for brach of contract.

Unit-II

Special Contract: Indemnity, Guarantee, Agency.

Unit-III

Sale of Goods Act: Formation of Conrtact of sale, Goods and their classification, price conditions & warranties, Passing of property in goods, Performance of contract of sale, Unpaid seller, sale by auction.

Unit-IV

Negotiable Instruments Act: Definition of Negotiable Instruments, Features, Promissory note, Bill of Exchange & cheque, Holder & Holder in due course, Crossing of cheque, Types of crossing, Dishonours of cheque.

Unit-V

Indian Companies Act: Meaning & Nature of company, Lifting of Corporate veil: Functions, Duties, Lianilities and Right of Promoters: Procedure of Registration: Contents and alteration of Memorandum and Articles of Association, Propectus, Statement in lieu of Propectus.

Directors: Power and Duties, Appoinment and Removal of Directors, Appoinment and Role of company secretary.

Books recommended:

1   Avtar Singh—Company Law (Estern Books Co. Lucknow)
2   Gulshan and Kapoor—Business Law.
3   Avtar Singh--- Mercantile Law (Estern Books Co. Lucknow)
4   M.J Matthew--- Commercial Law (RBSA, Jaipur)
5   M>J Matthew—Company Law (RBSA, Jaipur)
6   Majumdar and Kapoor—Company Law and Practice (Taxman New Delhi)

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Paper- IV: Business Economics
Scheme: Maximum marks: 100   3 Hours duration
Minimum pass marks: 36

Unit-I

Meaning and scope of Economics: Micro vs Macro Economics Methodology of Economics.

Utility Analysis: Law of Diminishing Marginal Uitlity, Equimarginal utility, Consumer's surplus,

Unit-II

Indifference Curve Analysis Law of Demand. Demand Forcasting.

Laws of Returns: Production Function in Short-Run and Long-Run

Unit-III

Market Cost and Revenue analysis: Pricing under perfect Competition Monopoly, Monipolistic Competition, Oligopoly.

Unit-IV

Theory of Factor Pricing: Marginal Productivity Theory of Distribution.Rent, Wages, Interest, Profit

Unit-V

National Income Analysis: Various concept, Measurement and Economic Welfare.

Keynes and classicism: Brief study of keynesian Theory of Employment. Business Cycles.

Growth vs Development: Theories OF Economic Growth.

Books recommended:

1   M.L Seth --- Principles of Economics, Laxmi Agarwal, Agra
2   M.L. Jhingan--- Princiles of Economics, Vikas, New Delhi
3   Paul A. Samuelson – Economices, McGraw Hill International New York
4   D.N Dwivedi--- Managerial Economics, Vikas, New Delhi.
5   N.D Mathur—Business Economics, Shivam Books House(P) Ltd. Jaipur
6   D.M Mithani--- Fundamental of Business and Managerial Economics, Himalays Publishing
7   U.L Mote, Samule Pual and G.S Gupta--- Managerial Economics Tata Mcgraw Hill Mumbai

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BBA part I Exam
Paper-V Financial Accounting

Scheme: Maximum Marks: 100   3 Hours Duration
Minimum Pass Marks: 36

Unit-I
Generally Accepted Accounting Principles: Concepts and Conventions, Accounting Equation, Books of Original Record, Journal and Subsidiary Books, Ledger, Trial Balance.

Unit-II
Depreciation, Provision and Reserves, Rectification of Errors, Preparation of Final Account with Adjustments.

Unit-III
Bank Reconciliation Statement.
Accounting of Non-Profit Organisations and Professional People.
Insurance claims for loss of stock and loss of profit.

Unit-IV
Issue and Forfeiture of Equity Shares, Issue and Redemption of Preference Shares and Debentures.

Unit-V
Financial Statements of Companies including Managerial Remuneration.
Disposal of Profits and Issue of Bonus Shares.

Books Recommended:
1. Shukla & Grewal- Advanced Accounts.
2. S.N Maheshwari-Advanced Accountancy, Vol I & II
3. Sharma & Bhardwaj-Book-keeping & Accountancy.
4. Sharma, Shah & Agarwal-Financial Accounting.
5. Monga, Sehal, Ahuja-Advanced Accounts, Vol I & II
6. R. L. Gupta & M. Radhaswamy- Advanced Accountancy, Vol I & II

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Paper VI: Computer Fundamentals

Maximum Marks:	Theory	40
	Practical	60
Minimum Pass Marks:	Theory	14
	Practical	22
Time allowed:	Theory	2 Hours
	Practical	2 hours

Unit-I

1 Introduction to computers and related Terminology (Basic Information only)

(a) Hardware CPU—(Motherboard, Microprocessor,(The intel) Pentium III AMD and Cyrix), MMX Technology, System Clock, Address Bus, Data Bus (PCI & EISA) eache Memory Processing Speed,Espansion Slots (Video Cintroller, Sound cards, SCSI, Network card), Memory—(Unit RAM, ROM, EDO RAM, SD RAM), Input and output Devices—Keybord (The Standard Keyboard layout) Mouse Printers (DOt-Matrix, Ink-jet, Laser Jet) Microphone, Speakers, Modem, Scanner, Digital Cameras) Stroage Devices Diskette Drive (Types, Demsity, Formatting Boot Record FAT Folder Directory) Hard Disk Drive CD ROM Drive, (C.D /rom Speeds) CD-R Drive, DVD Rom Drive, Tape Drive

(b) Software—Introduction to Programming Languages, systems software (Operating system and utilities) Application Software (Word Processors Spreadsheet, DBMS, Presentation Graphics, Browsers Personls Information Managers) Introduction to Multilingual word processors.

(c) Communications and Connectivity—Data Communication system. Data transmission (Serial Parallel, bandwidth, protocols) E-Mail FAX Voice and video messaging, video conferencing, Online services user connection (types) Networking of Computers (NOde, Client server LAN, WAN) Using the network, The Internet and the web.

Unit-II

2 Operating System (Working Knowledge at Common Users Level Only)

Overwiew of improtant DOS commands, windows 98: Installation scandisk, COntrol Panel, Taskbar Toolbars, Disply setting (Background Wallpaper Svreensaver, Desktop thems) Files and Folder management, Windows Explorer,Finding Files and Folders, Formatting Disks and Copying files, Printer Settings.

Modem Installation Mouse Installation Adding and Removing Programmes, Active Desktop Concepts, Winzip and its applications Norton Antivirus and its use. Use of calculators, Paintbrush, Winmap MPEG player and Window help.

Unit-III

3 Application Softword (Working Knowledge at common users Level only)

(a) Word Processing Software—MS Word

Entering, Editing and formatting text document formats page size and orientaion, Headers and Footers, COlumns and sections page layout) Spelling and Grammer checkers. Thesaurus Find and Replace Cut and Paste. TAbles and fcrmatiing tables Mails Merge Style and Templates.

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(b) Spreadsheet Programme- MS Excel

Entering Data, labels Values Dates Formulas Cell reference Formats Functions Templates Charts and Maps Analysising data in a spreadsheet.

© DBMS--- Microsoft Sccess

Database, Entering data into the database Creating Databse tables editing data, Viewing Record, Shorting record, Querying a database, generating reports.

Unit-V

4   Computer Programming: Algorithm devolopment—step in programme development problem indentification task analysis, Data anatysis GIGO Outputs and Inputs Pseudo cods Algorithms, Flow Charting Programme coding testing and debugging.

Programming (Using C Language) Data Types, Variables and constants, Expressions, Operators and assignments statement control statement console I/O Arrays functions Dynamics data structure in C-pointers, Structures and Uniouns and user defined varibles. File Handling. The C-preprocessor C-standard Library and Header files.Simple Programming ecercise

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