

Bachelor of Business Administration (BBA) Syllabus

SYLLABUS FOR SEMESTER II (F.Y BBA)

Type of Course: Cost Accounting

Objectives:

The modern -day businesses in the manufacturing as well as service sectors are faced with the challenges of intense competition nationally and globally. Hence, these business units are forced to recognise the impact of cost control and cost reduction on profits. At the root is the need to thoroughly understand the types, nature, behavior and effect of the various elements of cost on the pricing, production and profits. For the managers, knowledge of cost accounting is a prerequisite to successful management accounting.

1. To introduce the basics of cost accounting and enabling the student to correlate the two branches namely financial and cost accounting.
2. To build a base for learning management accounting.

Contents:

Sr. No.	Topic	Weightage	Teaching Hrs.
	Unit 1- Basic Concepts Of Costing		
	Meaning of Costing, Objectives of Cost Accounting, Functions of Cost Accountant, Advantages of Cost Accounting, Objections to Cost Accounting, Elements of Cost, Types of Costing, Cost Classification, Methods of Costing, Costing system and implementation. Principles of Cost Accounting, Advantage Disadvantage of Cost Accounting Terms used in Costing (cost concepts for decision making)	25%	10
	Unit 2- Unit Costing		
	Preparation of Simple cost Sheet/cost statement, determination of cost and price of product or object (Only single product costing), Preparation of Production account, Tender Cost Sheet (Estimated Cost Sheet)	25%	14

	Unit 3 : Reconciliation of Cost and Financial Accounting		
	Preparation of Reconciliation Statement based on Cost Sheet and Profit & loss Account. (Preparation of Cost Sheet and/or Profit & Loss Account and preparation of Reconciliation Statement)	25%	14
	Unit 4 : Non-Integral Accounting (Cost Control Accounts)		
	Introduction of Cost ledger, Cost Control Accounts, Journal entries and Preparation of Cost control Accounts.	15%	14

Text Book:

1. Cost Accounting Text and Problems by M. C. Shukla, T. S. Grewal and M. P. Gupta – S Chand – 10th Edition
2. Cost Accounting by V. Rajshekharan and R. Lalitha, Pearson publication. Latest edition

Reference Books:

1. Management Accounting by Paresh Shah – Oxford University Press
2. Cost Accounting by J. Made Goda – Himalaya Publishing House – 1st Edition
3. Cost Accounting by Jawahar Lal & Seema Srivastava – Tata McGraw Hill Publication - 2008 Edition

Bachelor of Business Administration (BBA) Syllabus

SYLLABUS FOR SEMESTER - II (F.Y BBA)

Type of Course: PRINCIPLES OF MANAGEMENT – 2

objectives:

The modern -day businesses in the manufacturing as well as service sectors are faced with the challenges of intense competition nationally and globally. Hence, these business units are forced to recognize the impact of appropriate management skills. Owing to the growing need of inculcating management knowledge & skills consciousness, the area of principles of management has emerged as a vital branch of accounting. 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. To introduce the basics of management knowledge and enabling the student to correlate it with the practical aspects of its application.
2. To build a base for learning management knowledge and acquiring prerequisite skills.

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.

Contents:

Sr. No.	Topic	Weightage	Teaching Hrs.
1	Unit - 1 HUMAN RESOURCE MANAGEMENT: Meaning: Human Resource Planning – Meaning; importance. Job Analysis – Meaning; importance. Recruitment – Meaning; only sources of recruitment. Selection – Meaning; only the selection process. Training – Meaning; methods of training – job rotation, lectures/conferences, Vestibule training. Exit Interview: Prerequisite skills and knowledge.	25%	10

2	Unit – 2 DIRECTING: Meaning; Principles of directing Motivation: Meaning; Theories of motivation - Herzberg's Two-Factor theory, McGregor's Theory X and Theory Y, Theory Z. Leadership: Meaning; Theories of leadership – Blake and Mouton's Managerial grid, Leadership Continuum. Communication: Meaning; importance, Process	25%	10
3	Unit 3 – CONTROL MANAGEMENT	25%	10
	Meaning: Nature of control - Importance of control; the control process; essentials/principles of effective control system; techniques of control –		
	Break-Even Analysis: Meaning, Break Even Introduction & Chart.		
4	Unit 4 - EMERGING ISSUES IN MANAGEMENT	25%	10
	Knowledge Management – Meaning; objectives		
	Project Management – Meaning & Introduction, Project Management Process, Project Management Body of Knowledge.		
	Technology Management – Meaning; functions, limitations.		
	Corporate Social Responsibility – Meaning; arguments for and against CSR.		

Text Books:

- Principles of Business Management, by Stephen P. Robbins
- L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6th Edition

Reference Book:

- Principles of Business Management by Gupta, Sharma and Bhalla published by Kalyani Publications, 1st edition.

Bachelor of Business Administration (BBA) Syllabus

SYLLABUS FOR SEMESTER II (F.Y BBA)

Type of Course: GROWTH AND STRUCTURE OF INDUSTRIES

Objectives:

1. To expose students to a new approach to the study of the Indian Industries.
2. To help the students in analyzing the present phase of the Indian Industries & Services
3. To acquaint students with the emerging issues in Industrial & Service sector in the light of policies of liberalization and globalization.

Contents:

Sr. No.	Topic	Weightage	Teaching Hrs.
	1. Introduction Meaning of industry and industrialization, Significance of industrialization in India, Factors hampering India 2. Location of Industries Meaning and importance of location, Weber's theory of location and factors affecting location, Agglomeration and Deglomeration, Dynamics of industrial location	25%	11
	3. Public Sector in Indian Economy Role of PSUs in India, Performance of PSUs and Problems of PSUs 4. Private Sector in Indian Economy Role of Private Sector in India, Performance of Private Sector in the Post Liberalisation phase in India, Problems of Private Sector , 5. Growth and Contribution Of Service Sector in India	25%	13

	<p>6. Small Scale and Cottage Industries Meaning, characteristics and classification (cottage, modern SSI and tiny units), Importance of SSI in Indian economy, Problems faced by SSIs, Policy measures for SSIs (Government Assistance to SSIs, Industrial Estates, DICs, Policy of reservation for SSIs), the industrial policy 1991 and SSIs, Financial Institutions for SSI (NSIC, SIDBI, SFCs, SIDC)</p>	<p>25%</p>	<p>13</p>
	<p>7. Industrial Policy a). An outline of the industrial policies in the pre-reform (1991) period b). Provisions of the industrial policy after 1991</p> <p>8. Policies for Industrial Sickness Meaning of industrial sickness, causes of industrial sickness in India, Government's measures for sick industrial units</p> <p>9. Indian Industries and the Energy problem Sources of Energy, Energy Crisis and Measures to solve Energy Crisis</p>	<p>25%</p>	<p>13</p>

Text Book:

- (1) Indian Economy (28th Revised Edition) by Mishra & Puri (Himalaya Publication)
- (2) Industrial Economy of India by S.S.M Desai & N. Bhalerao

Reference Book :

- (1) Indian Economy by Datt & Sundharam (S.Chand Publication)

Bachelor of Business Administration (BBA) Syllabus

SYLLABUS FOR SEMESTER II (F.Y BBA)

Type of Course: Principles of Economics

Objectives:

Macro Economics is a broad field of study. It is a branch of Economics dealing with the performance, structure, behavior & decision making of the entire Economy.

Objectives:

1. To study the behaviour and working of the economy as a whole.
5. To study relationships among broad aggregates.
6. To apply economic reasoning to problems of business and public policy.

Contents:

Sr. No.	Topic	Weightage	Teaching Hrs.
	Unit 1 : Introduction to Macro Economics		
	Definition, Scope, Importance and Limitations of Macro Economics		
	National Income (NI) Accounting: Meaning of NI and Circular Flow of NI (in Four sector economy) Stock and flow concept, NI at Current Price and NI at Constant Price	25%	7

	Various concepts of NI (GNP, GDP, NNP, NDP), Personal Income, Disposable Income		7
	Methods for measurement of NI Difficulties in measurement of NI		
	Unit 2 :Theory of Income and Employment		
	Keynes' consumption function Investment function Keynesian theory of Income and employment	25%	13
	Investment multiplier Interest rate theory - Liquidity Preference Theory		
	Unit 3 : Money/Inflation/Business Cycle		
	Definition and Functions of Money Stocks of Money (M1, M2, M3 and M4) Credit creation by Commercial Banks		
	Meaning of Inflation, Deflation, Stagflation and Causes of inflation,]Measures to Control Inflation	25%	12
	Meaning of Business Cycle, characteristics and phases of Business Cycle		
	Unit 4 : Monetary policy/Fiscal Policy/Balance of Payments		
	Monetary Policy :Meaning, Objectives and Tools Fiscal Policy: Meaning, Objectives and Tools	25%	12
	Balance of Payments Meaning, Structure, Causes of Disequilibrium and Methods of Correcting Disequilibrium		

Text Books:

(1) Macro Economics by R. Cauvery (S.Chand Publication.)

Reference Book :

(1) Macro Economics by D.M.Mithani (Himalaya Publication)

Bachelor of Business Administration (BBA) Syllabus

SYLLABUS FOR SEMESTER II (F.Y BBA)

Type of Course: BUISNESS MATHEMATICS

Objectives: The objective of the course is to introduce the student to the basics in mathematics utilized for pricing of financial derivatives. To provide the student basic understanding of the mathematical ideas and technical tools used in modeling. Prepare students for subsequent work in their business majors and for their future careers in the business community

Contents:

Sr. No.	Topic	Weightage	Teaching Hrs.
1	Basic Mathematics of Finance	9%	5
	Concept of present value and amount of a sum; Types of annuities; Present value and amount of an annuity; Continuous compounding; Valuation of simple loans and debentures. Simple interest and compound interest		
2	Limit and Continuity of functions	13%	8
	Introduction, Definition and working rules of Limit Some Standard Limits, Continuity of a function at a point and in an interval.		
3	Differentiation	25%	15
	Introduction, Definition and geometrical interpretation of differentiation, Derivative of a function of one variable, Derivative of standard functions, Rules of derivative (Addition, Subtraction, Multiplication, Division, Chain), Logarithmic differentiation, Derivatives of composite functions, implicit functions and functions defined parametrically, Second and higher order derivatives		
4	Applications of Derivatives	17%	10

	Value Of Derivatives At Specific Points, Equations of tangent and normal; Derivative as a rate measurer; Sign of a derivative - increasing and decreasing functions, Maxima and Minima of a function, Marginal Revenue function, Marginal Cost function, Profit function, Price elasticity of demand and supply.		
5	Partial derivatives	13%	8
	Partial derivative and its applications to functions of two variables		
6	Indefinite and definite integral	23%	14
	Integration as the inverse of differentiation; Integration of Some Standard Functions, Rules of Integration, Integration by substitution, by parts and by the method of partial fractions. Definite Integrals: Definite integral as the limit of a sum; Properties of definite integrals, Application of definite integrals in calculating the areas under curves.		

Reference Books:

1. Business Mathematics by Sancheti & Kapoor, Sultan Chand & Company
2. Business Mathematics . (Second Edition) – Qazi Zameeruddin, Vijay K Khanna, SK Bhambri. (Vikas Publication)
3. Business Mathematics: Kashyap Trivedi and Chirag Trivedi
4. Mathematics for Management An Introduction – M Raghavachari (Tata McGraw Hill)
5. Differential calculus by Shantinakaran
6. Integral calculus by Shantinakaran

Course Outcome:

After learning the course the students will be able to will understand the mathematical concepts and terminology involved in Derivatives, basic arithmetic operations on vectors and matrices, including inversion and determinants.

PARUL UNIVERSITY

BBA SEMESTER 2

Communication Skills

Type of Course: Communication Skills

Prerequisite: Basic Knowledge of General English (LSRW).

Rationale: Knowledge of Communication Skills is essential for Students

Lecture Contents

Sr. No.	Topic	Weightage	Teaching Hrs.
1.	Fundamentals of Communication <ul style="list-style-type: none">• Definition of Communication & its Importance of Communication• Definition and process of communication and feedback in Communication• Barriers to effective Communication• Features of effective Communication	25%	14
2.	Forms of Communication <ul style="list-style-type: none">• Types of Communication• Dimensions of Communication Listening Skills: <ul style="list-style-type: none">• Traits of good listener• Listening Practice (Audio & Video)	15%	05
3.	Speaking Skills & Reading : Group Discussion : <ul style="list-style-type: none">• Major forms of Group Discussion• Organizational Group Discussion• Evaluation Components• Group Discussion as a part of a selection process• Men of steel (Biography of 6 Business Entrepreneur) Speaking Skills <ul style="list-style-type: none">• Presentation Task• Group Discussion• Participation in Debate & Extempore• ITEP & IELTS: Speaking Task – Information and examples• ITEP (International Test of English Proficiency) – Speaking Task 2: To speak on a given topic for 2 minute• Category: Comparison-contrast. E.g. What do you prefer Job or Business• IELTS (International English Language Testing System) Speaking Task 2: Cue Card - To speak on a given topic,	25%	20

	using the prompts to guide you, for 3 minutes		
4.	Vocabulary & writing Skills	35%	13
	<ul style="list-style-type: none"> • Business vocabulary • Business Idioms • Business Phrases • One word substitute • Incorrectly spelt words • confusables • Synonyms • Antonyms <p>Writing:</p> <ul style="list-style-type: none"> • Article writing • Application • Poster • Advertisement design 		
		TOTAL	52

Reference Books:

1. Sangeetha Sharma, Meenakshi Raman, Technical Communication : Principles And Practice 2008, Oxford University Press, New Delhi (Green Cover page)
2. Deeptha Achar, et al, English for Academic Purposes-I, Orient Black Swan
3. Dr. Lin Lougheed, Barron's The Leader in Test Preparation 2011, New Age International (P) Limited Publishers, New Delhi
4. UTS Insearch English Prepare for IELTS: Academic module 2012, University of Technology, Sydney
5. Frangoise Grellet, Developing Reading Skills: A Practical Guide to Reading Comprehension Exercises 1981, Cambridge University Press
6. Kumar S and Lata P, Communication Skills 2011: New Delhi Oxford University Press
7. Bill Mascull, Business Vocabulary in Use, Cambridge University Press
8. Arun Sharma and Meenakshi Upadhyay, How to prepare for Verbal Ability and Reading Comprehension for the CAT, Tata MacGraw Hill

Bachelor of Business Administration (BBA) Syllabus

SYLLABUS FOR SEMESTER I (F.Y BBA)

Type of Course: INTRODUCTION TO COMPUTER AND APPLICATIONS

Objectives:

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.

- 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.

Contents:

Sr. No.	Topic	Weightage	Teaching Hrs.
	UNIT 1: INTRODUCTION TO COMPUTERS, & OPERATING SYSTEM Microsoft Project Professional: Introduction & Utility Features Gantt Chart Preparation Project Tracking Fast tracking Crashing Attachment	50%	20

	<p>Unit 2- INTRODUCTION TO BROWSERS</p> <p>Utility</p> <p>Features</p> <p>Google Chrome</p> <p>Internet Explorer</p> <p>Secure Browsing</p> <p>User Login</p> <p>Mozilla Firefox</p> <p>Cache & Location Tracking Disablement</p> <p>Cache Cleaning</p>	<p>25%</p>	<p>15</p>
	<p>UNIT 3: CLOUD COMPUTING</p> <p>Database management</p> <p>Data Uploading</p> <p>Data Download</p> <p>Data Segregation</p> <p>Data Categorization</p> <p>Data Export</p> <p>File Creation</p> <p>Data Sharing</p> <p>Data file conversion</p> <p>Google Drive & Dropbox</p>	<p>25%</p>	<p>10</p>
	<p>UNIT 4: INTRODUCTION TO PRODUCTIVE WEBSITES</p> <p>Introduction to Canva</p> <p>Introduction to Google & allied applications</p> <p>Introduction to analytics application websites</p>	<p>25%</p>	<p>10</p>

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Text Books:

Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar,
Sonal Jain , Wiley –India Publications

Reference Book:

Office 2003 in simple steps- Dreamtech Press

PARUL UNIVERSITY
CAREER DEVELOPMENT CENTRE
GERMAN 2
SEMESTER 2

Type of Course: German Language

Subject No 80

Lecture Contents

Sr. No.	Topic	Weightage	Teaching Hrs.
1.	Speaking Practice	10%	04
	1. Numbers and basic words		
	2. 3 sentences from book		
	3. Paragraph recitation		
2.	Writing Practice	30%	05
	1. Sentences written on board		
	2. Sentences from an Audio track		
3.	Listening Practice	20%	05
	1. Tick words as spoken in the audio track		
	2. Names		
	3. Select correct paragraph as spoken in the audio track		
	4. Find mistakes from the paragraph as spoken in the audio track		
4.	Reading Practice & vocabulary	30%	06
	1. Fill in the blanks from paragraph		
	2. True or false		
	3. Write one line answer from paragraph		
	4. clothing		
	5. furniture		
	6. Action words / verb forms		
	7. Directions		
	8. Stationery items		
	9. transportation		
5.	Presentation	10%	04
	Introduction		
	Presentation on a given topic		
	Total	100%	24

Textbook:

1. **Studio D A1** – Publication: Cornelson – Goyal Saab

2. **Dictionary:** English-German / German-English, For instance: Collins German Dictionary

Reference books:

3. Moment Mal 1 Textbook + Workbook + Glossary + 4 CDs by R Schmidt, Theo Scherling and M Muller, Langenscheidt publishing house
4. Jiffy Travel Pack - Langenscheidt, Goyal Saab
5. Talk German - BBC, Goyal Saab
6. Universal Phrasebook – Langenscheidt, Goyal Saab
7. Picture Dictionary – Renyi, Goyal Saab
8. Deutsch – Hindi wörterbuch, Goyal Saab

Examination Scheme in detail

	Type of Evaluation	Marks
(A) Theory Exam (100)		
(a) End Semester Examination	1. University Exam	70
(b) Progressive Assessment	2. Mid Semester Test and/or Class Test	30
(B) Practical Exam (50)		
(a) End Semester Examination	3. Viva	30
(b) Progressive Assessment	4. Classroom participation, regular in doing homework, attendance.	10
	5. Assignments (late submission will not be considered)	10

PARUL UNIVERSITY
CAREER DEVELOPMENT CENTRE

FRENCH - 2

SEMESTER 2

Type of Course: French Language

Subject No-81

Lecture Contents

Sr. No.	Topic	Weightage	Teaching Hrs.
1.	Grammar	15%	04
	1. Gender of nouns		
	2. Masculine		
	3. Feminine		
2.	Articles	20%	04
	1. Definite articles		
	2. Indefinite articles		
	3. People		
	4. Expressions		
3.	To be	15%	03
	1. Where are you from?		
	2. Pronouns		
4.	Verbs	20%	07
	1. Tenses		
	2. Moods		
	3. Infinitives		
	4. Conjugation		
	5. Etre/ Avoir formation		
5.	Word bank (Basic Introduction)	30%	06
	1. Cities		
	2. Nationalities		
	3. Directions		
	4. Describing people		
	5. Adverbs		
	6. Family members		
	7. Clothing		
	8. furniture		
		100%	24

Text Book:

1. Beginner's French by Catrine Carpenter (Author)
2. English-French / French-English / For Instance: Oxford Beginners French Dictionary

Reference Books:

3. French Fast And Easy Way Book With 4 CDs – Barron's, Goyal Saab
4. French Made Easy Beginners Book with 2 CDs – Hachette, Goyal Saab
5. French with Ease Beginners Book with 4 CDs – ASSIMIL, Goyal Saab
6. French with Ease Intermediate Book with 4 CDs – ASSIMIL, Goyal Saab