

Bachelor of Business Management

(Semester Scheme, 3 years Degree Course)

1. **Eligibility for Admission:**

A candidate passing Senior Secondary Examination (10+2) from Board of Secondary Education Rajasthan or equivalent, securing at least 48 per cent marks in aggregate shall be eligible for admission to the BBM Programme through Entrance Test.

2. **Course of study:**

Structure of course of study covered shall be as follows:

Semester-I	Paper No.	Title
	101	Principles of Management
	102	Business Communication and Soft Skills
	103	Financial Accounting
	104	Business Mathematics
	105	Economic Environment of Business

Semester-II	Paper No.	Title
	201	Business Regulatory Frame Work
	202	Business Statistics
	203	Managerial Economics
	204	Office Management & Automation
	205	Cost Accounting
	206	General Hindi

Semester-III	Paper No.	Title
	301	Corporate Accounting
	302	Entrepreneurship Development
	303	Indian Financial System
	304	International Trade and Finance
	305	Income Tax

Semester-IV	Paper No.	Title
	401	Organisational Behaviour
	402	Research Methodology
	403	E-Commerce
	404	Financial Management
	405	General English
	406	Comprehensive Viva

Semester-V	Paper No.	Title
	501	Production Management
	502	Auditing
	503	Human Resource Management
	504	Project Management
	505	Accounting for Managers

Semester-VI	Paper No.	Title
	601	Banking Law and Practices in India
	602	Company Law & Secretarial Practice
	603	Marketing Management
	604	Operation Research
	605	Project and Viva-Voce
	606	Environmental Studies

3. **Attendance**

A candidate shall be required to attend a minimum 75% of the classes held in each paper including the tutorials and practicals, if any. A candidate failing to satisfy the above mentioned requirement of attendance in one or more papers shall be detained from appearing at the examination.

4. **Medium**

Medium of instruction and examination shall be English.

5. **Scheme of Examination**

Each paper shall have maximum marks as 100, to be evaluated both internally and externally. Distribution of marks paper-wise shall be as follows:

* For paper No. 605	100 marks External Examination
* For remaining papers	25 marks Internal Assessment 75 marks External Examination

External examinations shall be held at the end of each semester preferably during December and May. The pattern of question paper in external examination shall be as follows:

Q. No. 1	Containing 10 questions	max. 20 words for each answer
Q. No. 2 to Q. No. 6	Two questions from each unit, any one to be attempted from each unit	max. 250 words for each answer
Q. No. 7 to Q. No. 10	One question each from any four units, any two questions to be attempted	max 500 words for each answer

Minimum pass percentage in individual papers shall be 40, and in aggregate 50 in each Semester.

6. **Use of Calculators.**

Candidates shall be permitted to use simple battery operated 12 digit 2 memory 6 functions noiseless and cordless calculators during examination.

7. **Project Report and Viva Voce:**

Paper No. 605 (Project Report and Viva Voce) shall be examined by a Board appointed by the University at its own level centrally on the basis of Summer Training. Students will complete their summer training programme in the IV and V Semesters as per his convenient during vacations and will submit certificate provided by institutions or companies where they have performed the summer training.

DETAILED COURSE CONTENTS

101 : Principles of Management

1. Nature of Management-Nature, Importance, Functions of management roles of manager, Development of Management Thoughts.
2. Planning: Nature, importance, type, steps, limitations. Decision Making, strategy & strategic formulation, Components & process types of start. Management by objectives and overview.
3. Organizing: Concept, Nature, Process, Purpose and Significance Authority and Responsibility. Delegation of Authority, Centralization and Decentralization, Departmentalisation, bases of Departmentalisation.
4. Staffing & Directing: Meaning and importance of recruitment and selection, training and development. Motivation-meaning & nature. Leadership-meaning and styles communication-nature, process and barriers.
5. Control: Concept and process. Effective control system, Techniques-traditional and modern.

Suggested Readings:

1. Ansoff H. I: Corporate Strategy: McGraw Hill, New York..
2. Drucker Peter F: Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
3. Fred Luthans: Organizational Behaviour; McGraw Hill, New York.
4. Hampton, David R: Modern management; McGraw Hill, New York.
5. Hersey Paul and Blanchard Kenneth: Management of Organizational Behaviour - Utilizing the Human Resources: Prentice Hall of India, New Delhi.
6. Ibancevish J. M. and Matleson M.T: Organizational Behaviour & Management; Irwin Homewood, Illionis.
7. Louis A. Allen: Management and Organisation; McGraw Hill, New York.
8. Maslow Abraham: Motivation and Personality; Harper & Row, New York, 1954.
9. Stoner and Freeman: Management: Prentice-Hall, New Delhi.
10. Weihrich and Koontz, et al: Essentials of Management; Tata McGraw Hill, New Delhi.

102 : Business Communication & Soft Skills

1. **Business Communication: Meaning, Definition, Features Scope, Process and Importance of Business Communication. Essentials of affective Communication-7 Cs of Communications, Types of Communication & Barriers to Communication with suggestion to overcome barriers.**
2. **Writing & Oratory Skills: Audience Analysis: Writing Communication-merits, demerits, types of written communication. Planning and writing Business message. Report Writing and essentials of good reporting.**
Oratory Skills: Affective Oral Communication points for Consideration. Presentation Skills- using audio-visual aids.
3. **Preparing CV and interview Skills: Preparing CV-Type o& forms of D.V. Guidelines for Drafting C.V. , Job Applications its types, forms and Contents.**
Interview: Preparing for interview-guidelines to interviewee and interviewer. Conducting & facing interviews. Mock Interview & GD
4. **Body Language & Mannerism: Body language-Postures, Positive body Language moves, Gestures & Expression. Do's & Don'ts. Mannerism-Table manners & etiquettes, phone & internet manners.**
5. **Soft Skills: Analytical skills, working in team, initiative & leadership skills, stress and anger management, time management skills and banning the skills through management games & fricative.**

Suggested Readings:

1. Alter Peasee -Body Language
2. Asha Kaul- Business Communication
3. Bovee- Business Communication
4. Chundawat, Khicha & Jain Business Communication
5. Jennifer & Mike Rotondo- Presentation Skills for Managers
6. Lesiker Petit- Business Communication
7. M.J. Mathews- Business Communication
8. MA RizVI- Effective Technical Communication

103 : Financial Accounting

1. **Meaning and Scope of Accounting:** Need, development, and definition of accounting; Book-keeping and accounting; Persons interested in accounting; Branches of accounting; Objectives of accounting.
Accounting Principles: Accounting standards in India. (Setting Process, names).
Accounting Transactions: Accounting Cycle: Journal: Rules of debit and credit: Compound Journal entry; Opening entry; Relationship between journal and ledger; Rules regarding posting; Trial balance; Sub division of journal and preparation of final accounting.
2. **Capital and Revenue:** Classification of Income; Classification of expenditure: Classification of receipts.
Final accounts: Manufacturing account; Trading account; Profit and loss account; Balance sheet; Adjustment entries.
Rectification of errors: Classification of errors; Location of errors and their rectification, Suspense account; Effect on profit.
3. **Depreciation Provisions and Reserves:** Concept of depreciation; Elementary knowledge of AS-6 Causes of depreciation; Depreciation, depletion, amortization, Methods of Accounting for depreciation; SLM, WDV, Annuity Method and S.F. Method.
Sectional Balancing System: Self Balancing System, including rectification of errors.
4. **Special Accounting Areas:** Consignment Accounts: Important terms; Accounting records; Valuation of unsold stock and treatment of Losses.
Joint Venture Accounts:

Insurance claims; Fire Insurance claim for loss of stock and loss of profit.
5. **Partnership Accounts:** Essential characteristics of partnership; Partnership deed; Final accounts; Adjustments after closing the accounts; Fixed and fluctuating capital; Goodwill; Joint Life Policy; Change in Profit sharing Ratio.
Reconstitution of a partnership firm Admission of a partner; Retirement of a partner; Death of a partner; Dissolution of a partnership firm-Modes of dissolution of a firm; Insolvency of partners; Sales of firm to a company; Gradual realization of assets and piecemeal distribution.

Suggested Readings:

1. Agarwal A. N., Agarwal K. N.: Higher Sciences of Accountancy: Kitab Mahal, Allahabad.
2. Anthony, R. N. and Reece, J. S. : Accounting Principles: Richard Irwin Inc.
3. Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India, New Delhi.
4. Gupta, R. L. and Radhaswamy, M : Financial Accounting; Sultan Chand and Sons, New Delhi.
5. Monga J. R., Ahuja Girish, and Sehgal Ashok : Financial Accounting; Mayur Paper Bock, Noida.
6. Shukla, M. C., Grewal T.S., and Gupta, S.C.: Advanced Accounts; S. Chand & Co. New Delhi.

104 : Business Mathematics

1. Arithmetic, Geometric and Harmonic Progressions including series. Permutation and Combination.
2. Matrices and Determinants: Types of Matrices, Addition, Subtraction multiplication of Matrices. Determinants of order two and three. Matrix inversion, solution of systems of linear equations by matrix inversion as well as pivotal method.
3. Logarithms:
Differential Calculus: Functions (Algebraic and Simple Trigonometric) Limits, Continuity, differentiability. derivatives by the first principle.
4. Differentiation of Simple cases and standard forms. Successive differentiation Maxima and Minima of functions upto second order Applications of Maxima and Minima in Business problems.
5. Integral Calculus: Integration of some standard forms. Integration by substitution, by parts and by partial fraction. Definite integrals under some standard forms.

Suggested Readings:

1. Gorakh Prashad: Text book on Differential Calculus, Pothishala Private Limited, Allahabad.
2. Gorakh Prashad: Text book on Integral Calculus, Pothishala Private Limited, Allahabad.
3. Saha S.: Business Mathematics, New [Central Book Agency, Calcutta.
4. Sancheti D.C. and Kapoor V.K.: Business Mathematics, Sultan Chand & Sons, New Delhi.
5. Shanti Narayan: A Text Book of Matrices, S.Chand & Co. New Delhi.

105 : Economic Environment of Business

1. Business environment: Definition, components of environment, External Environment-Social, Economic & Political environment, Regulatory environment, Market environment Technological environment: Internal environment Economic system: Capitalism, socialism & Mixed economy, Economic role of Government.
2. National Income: Concept and measurement (GND, GDP, NNP, NI etc) India's national Income estimation, growth and structure, problems in estimating national income (Specially in Under developed economies like India)
3. Indian Economy: Basic characteristics, Profile of Agriculture-Importance, production and productivity problems of agriculture Sector, Agriculture policy. Industrial profile, role and pattern of industrialization, public and private sector, industrial sickness.
4. Economic policies:- Monetary policy & fiscal policy- objectives, tools and implications; Economic reforms- Policy of liberalization, privatization and globalization-concept & critical appraisal.
5. Foreign Trade: Growth, trend and composition of exports and import balance of trade & balance of payment (Elementary concepts), Foreign trade policy & WTO, Globalization & Role of foreign capital.

Suggested Readings:

1. Agrawal Raj & Diwan Parag: Business Environment, Excel Books
2. Fancies Cherunilum: Business Environment, (Himalaya Publication)
3. Ghosh, Biswanath: Economic environment of Business; (Vikas publication (P) Ltd.)
4. Mishra & Puri: Economics environment of Business
5. Mukherji, Sampat Economics Environment of Business, New Central Books Agency (P) Ltd. Kolkata