

B.B.A (FIRST SEM.)

M.A.M.Sc.

Exam Nov./Dec. 2017

First/Third Semester

Pages.....(21).....to.....

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Jiwaji University, Gwalior
Syllabus for BBA: XIV Batch
2009 + 2017

BBA I Semester Management Principles and Practices Paper Code: BBA-101	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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UNIT - I: Introduction:

Nature and Significance of management, Process of management, Management's administration, Functions and Principles of management, Levels of management, Functional areas of management, Universality of management, Managerial roles and Managerial skills.

UNIT - II: Planning and Decision Making:

Nature of planning, Components of planning, Principles of planning, Importance and Process of planning, Planning in fast changing environment, Types of planning, Limitations of planning and Making planning effective.

Decision-Making - Nature and Process, Types of decisions, Rationality and Creativity in decision making.

UNIT - III: Organizing:

Nature, Process, Significance, and Principles of organization, Organization charts, Organization manual, Formal and Informal organizations.

Span of management, Authority and Responsibility relationships.

UNIT - IV: Directing and Communication:

Concept, Nature, Principles and Techniques of directing.

Nature and Process of communication, Communication network, Channels and Media of communication, Barriers in communication, Making communication effective.

UNIT - V: Managerial Control:

Nature, Importance, Process and Types of control, Limitations of control, Essentials of effective control system, Techniques of managerial control and Emerging horizons in management.

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Jiwaji University, Gwalior
Syllabus for BBA: XIV Batch
2009-2012

BBA I Semester FINANCIAL ACCOUNTING Paper Code: BBA-102	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT - I:** Nature, Objectives, Concepts, Conventions and Principles of accounting, Double entry system, Journal, Ledger, Cash book and Trial balance. Preparation of bank reconciliation statement.
- UNIT - II:** Concept of capital and revenue, Final accounts with adjustment. Depreciation accounting.
- UNIT - III:** Accounts of Non-Trading Institutions - Receipts and payment accounts, Income and expenditure accounts, and Single entry system.
- UNIT - IV:** Accounting for Joint venture, Consignment accounts and Royalty accounts.
- UNIT - V:** Branch accounts and Departmental accounts.

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<i>Jiwaji University, Gwalior</i> <i>Syllabus for BBA: XIV Batch</i> <i>2009 - 2012</i>

BBA I Semester BUSINESS MATHEMATICS Paper Code: BBA-103	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT - I:** Ratio and proportion, logarithms, Percentage, Average, Permutation and Combination.
- UNIT - II:** Commission, Brokerage and Discount, Rates and taxes, Stocks and Shares, Simple annuities, Present value and Discount, Simple and Compound interest, Profit and loss account.
- UNIT - III:** Matrices: Addition, Subtraction, Multiplication of matrices, Inverse of matrices, System of linear equations and its applications.
- UNIT - IV:** Functions, Types of functions, Applications of linear functions in business, Simple equations, Quadratic equations, Simultaneous equations and problems thereon.
- UNIT - V:** Differentiation of functions of single variable (excluding trigonometric functions), Break-even analysis, Simple problems of maxima and minima.
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2009-2012

BBA I Semester BUSINESS ORGANISATION Paper Code: BBA-104	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT - I: Introduction:**
Nature and Scope of business, Objectives of business, Classification of business activities, Business system and Environment, Social responsibilities of business.

- UNIT - II: Promotion and Forms of Business Organization:**
Concept and stages of promotion, Position and functions of promoter, Promotion of new business, Forms of business organization - Sole trader, Partnership, Joint stock company and Co-operative society.

- UNIT - III: Location of Business and Business Risks:**
Theories of industrial location, Factors affecting the location of industry, Government policy towards the localization.
Concept of combination, Merits, Demerits and Types of combination.
Nature, Types and Causes of business risks.

- UNIT - IV: Stock Exchanges:**
Functions of stock exchanges, Method of trading on a stock exchange, Speculation and stock exchange, Factors affecting, Regulation and Control of stock exchanges, On-line Stock trading, Products and Services.

- UNIT - V: An Entrepreneurial Process:**
Entrepreneurial Process, Emerging trades in business, Governments support to BPO in India, Basic considerations in setting up a business enterprises, Identification of business opportunity, Entrepreneurial decisions and Outsourcing of different types of services.

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Handwritten notes: A13, A14, A16, A17

Jiwaji University, Gwalior
Syllabus for BBA: XIV Batch
2009 - 2012

BBA I Semester BUSINESS COMMUNICATION Paper Code: BBA-105	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT - I:** Meaning, Importance and process of communication, Objectives of communication, Need for communication, Barriers to communication and Essentials of effective communication.
- UNIT - II:** Media and Types of communication, Verbal and Non-verbal communication, Formal vs. Informal channels of communication.
- UNIT - III:** Techniques of group decision-making.
Committees: Meaning, Essentials, Advantages and Disadvantages and Types of Committees.
Conferences: Meaning, Essentials, Importance and difference between conference and committee.
- UNIT - IV:** Tips for clear writing, Drafting of effective business letter, kinds of business letters (a) Enquiries and Replies (b) Order and their execution (c) Complaints and Adjustment (d) Collection letter (e) Sales letter and Memo.
- UNIT - V:** Drafting of Notice, Agenda, Minutes, Report writing, Effective listening, Speeches and Presentation, Interview and Modern technology of business communication.

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