



Sarva Vidyalaya Kelavani Mandal(Kadi) Sanchalit - Gandhinagar Branch  
**B.P. College Of Business Administration**  
(A Constituent College Of Kadi Sarva Vishwavidyalaya)



# **KADI SARVA VISHWAVIDYALAYA GANDHINAGAR**

(Established Under the State Act of Gujarat, No-21, 2007)

## **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

### **Semester Pattern**

#### **Syllabus – SEM – I**

Sector-23, Gh-6, Gandhinagar, Gujarat (India)

**Phone:** 079-23245735

**E-mail:** [bpcbba@gmail.com](mailto:bpcbba@gmail.com)

**Website:** [www.bpcbba.org](http://www.bpcbba.org)

## **BBA SEM-I**

### **Basic Computers (BBA 01)**

#### **Rationale:**

The importance of management education, in the prevailing situation, is growing leaps and bounds wherein a subject like Basic Computers at the introductory level is of outmost importance. Computer is an indispensable appliance that every person always bases on it. It also helps for business to use computer. You see nowadays it is information technology business. Especially, people usually use computer for daily life from day to day and never feel bored about using it. This age is known as the era of IT business, where every application is linked with computer technologies. The use of computers can make business transactions very accurate, thus keeping a proper record of profit and loss. Computers play a very vital role in education.

#### **Objective:**

**After the subject being taught the student will be able to know:**

1. The various computer concepts and principles used and applied in the daily life.
2. Scope of application of the Ms Office and principles taught.
3. Utility of application of the internet.
4. Knowledge of windows base operating system.
5. Awareness of potentiality of E-commerce

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut.	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA01	Basic Computers	3+2=5	0	3	60	--	40	5	100

Sl. No.	Chapter	Topic	Wtge
1	Introduction	Application of Computer Characteristics of Computer Block Diagram of Computer	10%
2	Computer H/W and S/W	Introduction to H/W Input Devices: Keyboard, Mouse, Scanner, OCR, OMR, BCR, MICR etc. Output Devices: Monitor, Printers, Plotter, etc. Storage Devices : HDD, FDD, CDROM, DVD Introduction to S/W Types of S/W: Application Software, System Software and Utility Software Difference of H/W & S/W	15%
3	Computer	Introduction to Memory	5%

	Memory	Types of Memory : Primary & Secondary Memory Classification of RAM Classification of ROM Introduction to Cash Memory and Flash Memory	
4	Computer Virus	Introduction of computer virus <ul style="list-style-type: none"> <li>• How it spreads</li> <li>• How to control it</li> <li>• Main types of computer virus</li> </ul>	5%
5	Windows	Operating System What is OS? Application of OS Booting- Warm and Cold booting Windows: Advantages of Windows Windows different terms ( Desktop , Icon , Wallpaper, Taskbar, My computer , Network Neighborhood , My document , Recycle bin , Control panel & it's setting , Find , Shutdown, Logoff, Notepad , Paint. )	10%
6	MS-Word	What is MS Word? Applications of MS Word Basic operations (New, open , save , save as , pages setup, print , print preview, undo , redo, find , replace , Header-footer.) Formatting operation (Bold, Italic , Font , paragraph , Bullets-numbering , Border shading , Change case , Column, Drawing toolbar. ) Miscellaneous operation ( hyper link , auto text , auto correct , macro , spell – check , drop cap ,mail merge, saving a document with a password , table)	20%
7	MS Excel	What is MS Excel? Applications of MS Excel Entering data in Excel Absolute , Relative , Mix cell addressing Range, Editing & Formatting worksheet Dates , Formulas & Functions ( Numeric, Text , Statistical, Date , Logical ) Productivity with excel ( macro , table , charts , pivot table & chart ) Analyzing data with excel by countif , sumif , whatif, vlookup, hlookup.	20%
8	MS Power Point	What is MS PowerPoint? Applications of Presentation Creating presentation (adding slide , formatting , adding colors , background & shading ) Special Features (custom animation, slide transition, slide sorter, inserting sound)	10%
9	Internet	What is internet Uses of internet	5%

		Types of computer network / Internet Information about various website	
		<b>Total</b>	<b>100%</b>

### **Suggested Activities / Practical (Any Two):**

1. *Assignments:* The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
2. *Quizzes:* Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
3. *Practical and power point presentation:* The students are asked to do practical and presentations are prepare by the students.
4. *Debate:* Debate shall be conducted on regular time intervals on application and utility of the concepts and principles taught in the subject
5. *Library work:* Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.

### **References:**

1. Fundamentals of Computers by V. Rajaraman (PHI)
2. PC Software for Windows by TAXALI (TMH)
3. Foundations of Computing by P.K. Sinha (BPB)
4. Computer Science by E BalaguruSwami (TMH)
5. A first course in Computer by Sanjay Saxena, 2003 Edition,.
6. Computer Fandamental – Concept, System and Applications by D.P. Nagpal.
7. Introduction to Computers by Peter Nortans
8. Microsoft Office 2003 in ten simple steps or less by Michael Desmond

**BBA Sem-I**  
**Basic Economics- I (BBA 02)**

**Rationale:**

The importance of management education, in the prevailing situation, is growing leaps and bounds wherein a subject like Basic Economics at the introductory level is of outmost importance. This is because, the student, after being graduated, has to ultimately work in the industry and hence must know the basic concepts of economics which are seen, applied vehemently in the corporate as well as in the social life. This course encompasses the micro economic concepts and their uses and applications. The macro part shall be covered in semester-II in order to develop a logical link in the understanding of Economics in totality in the minds of the students.

**Objective:**

**After the subject being taught the student will be able to know:**

1. Various micro economic concepts and principles used and applied in the daily life.
2. Scope of application of various concepts and principles taught.
3. Utility of application of the concepts and the principles.
4. Utility of application of the concepts and principles for the industry.

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut.	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA02	Basic Economics-I	3+2=5	0	3	60	--	40	5	100

Sl. No.	Chapter	Topics	Wtge
1.	Introduction	Definition- Nature and Scope of Economics	15%
	Micro and Macro Economics	Microeconomics: Meaning – Uses – Limitations; Macroeconomics – Meaning – Uses – Limitations; Comparison between Micro and Macro Economics	10%
	Basic Concepts	Economic Goods vrs. Free Goods, Price and Value, Want and Demand, Growth and Development, Production Possibility Curve.	5%
2.	Utility Analysis	Concept of Utility-Law of Diminishing Marginal Utility-Relationship between Marginal Utility and Total Utility	10%
	Demand and Law of Demand	Meaning of Demand-Determinants of Demand-Law of Demand-Difference Between Change in Demand and Change in Quantity Demanded	15%
	Theory of	Meaning of supply-Determinants of supply- Law of	15%

	Supply	Supply; Expansion – contraction & Increase-decrease in supply	
3.	Price Determination Under Free Market Mechanism	Demand and Supply as determinants of price under Free Market Mechanism – Effect of change in demand/supply on equilibrium price	15%
	Markets	Defining Market on the basis of geographical location, nature of functions and nature of competition Perfect Competition: Meaning and Characteristics Monopoly: Meaning and Characteristics Monopolistic Competition: Meaning and Characteristics Oligopoly: Meaning and Characteristics	15%
		<b>Total</b>	<b>100%</b>

### **Suggested Activities / Practical (Any Two):**

1. *Assignments:* The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
2. *Quizzes:* Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
3. *Library work:* Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.

### **References:**

1. Principles of Economics, B. M. Mule and Ramakanta Prusty, Mahajan Publications.
2. Principles of Economics, V. Lokanathan, S. Chand Publications.
3. Elementary Economic Theory, K. K. Dewett and J. D. Varma, S. Chand Publications
4. Modern Economic Theory, K. K. Dewett, S. Chand Publications.

**BBA Sem-I**  
**Business Mathematics (BBA 03)**

**Rationale:**

The importance of management education, in the prevailing situation, is growing leaps and bounds wherein a subject like Basic Mathematics at the introductory level is of utmost importance. This is because, the student learning mathematics develops analytical and logical capabilities which are seen applied vehemently in the corporate and well as the social life. This course encompasses the basic concepts of mathematics and their applications required by managers in their day to day operations.

**Objective:**

**After the subject being taught the student will be able to know:**

1. The various Mathematical concepts of routine use for managers.
2. Scope of application of the various concepts and principles taught.
3. Utility of application of the concepts and the principles.
4. Utility of application of the concepts and principles for the industry.

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut.	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA03	Business Mathematics	3+2=5	0	3	60	--	40	5	100

Sl. No.	Chapters	Topics	Wtge
1	Set Theory	Set: Definitions; Types; Venn Diagrams; Operations; Number of elements in a Finite Set; Applications.	10%
2	Progression	A.P.: Definition; Sum of Series in A.P. G.P.: Definition; Sum of Series in G.P.	10%
3	Functions	Definition; Types; Functions of One variable. Applications.	10%
4.	Limit	Limit of a Function of One Variable: Definition, Laws. Methods of Evaluating Limits; Some Important Limits.	10%

5.	Continuity	Continuity of a Function of One Variable: Definition, Types; Continuity in an Interval.	
6.	Differential Calculus	Definition; Derivative of - Function of One Variable, a Power Function, A Constant With a Function, Sum of Function, Product of Two Functions, Quotient of Functions, Composition of Functions (Chain Rule), Logarithmic Function. Differentiation - By The Method of Substitution; Of Implicit Functions.	10%
7.	Applications of Differentiation	Derivative As a Rate Measure, Increasing and Decreasing Nature of a Function, Maxima & Minima of a Function,.	10%
8.	Integral Calculus	Indefinite Integrals - Definition and Rules, Some Standard Results; Integration – By Substitution, By Parts. Definite Integral, Applications.	20%
9.	Matrices	Definition; Types Of Matrices; Equality Of Matrices; Matrix Operations-Addition, Product, Transpose. Properties of Square Matrices: Determinant, Minors, Adjoint, Inverse. Orthogonal Matrix; Rank of Matrix. Solution of Simultaneous Linear Equations	20%
		<b>Total</b>	<b>100%</b>

### Suggested Activities / Practical (Any Two):

1. *Assignments*: The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
2. *Quizzes*: Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
3. *Seminar on Problem Solving*: Students will be asked to solve problems on board, explaining the methodology to get the solution step by step.
4. *Library work*: Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.

### References:

1. Business Mathematics, Dr. K. R. Kachot, Mahajan Publication.
2. Mathematics for managers, Raghavan.
3. Business Mathematics, J K Singh.
4. Business Mathematics, Padmalochan Hajarica, Himalaya Publication.
5. Business Mathematics, B.S. Shah Publication.



## BBA Sem-I Communication Skills - I (BBA 04)

### Rationale:

The management students must be groomed to exist in international business world. So, communication skills-I is designed essentially to meet the objective of better comprehension levels and to train students in spoken English. In the dynamic business world of today, employer communication skills can make the difference between business success and business failure. Today's global marketplace is a market of many cultures, languages, customs and traditions. Rising stars on the economic horizon include India, Indonesia, China, and Pakistan and Peru. Businesses both large and small are conducting massive numbers of sales with these economic powerhouses on the Internet as well as the sales office every day. The importance of good customer service, and good communication skills, will continue to be the hallmark of companies that succeed instead of fail.

### Objective:

**The subject will cater to the following requisites for better placement:**

1. To communicate effectively
2. To polish their writing, speaking skills
3. To improve vocabulary required for promptness.

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut.	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA04	Communication Skills - I	3+2=5	0	3	60	--	40	5	100

Sl. No.	chapter	Topic	Wtge
1.	Grammar	Parts of speech: Noun, Pronoun, Verb, Adverb, Adjective Interjection, conjunction, Preposition Tenses: Present, past, future, continuous, perfect, indefinite. Auxiliaries Modals: can, will, shall etc.	30%
2.	Analysis and transformation of sentence	Clause Figures of speech	20%
3.	Written composition	Story writing Paragraph writing Informal letters	30%
4.	Text book:	Quicksand	20%

	Developing English skills	Blood, toil, sweat and tears Fifteen paces A sense of the future Letter to Indu.	
		<b>Total</b>	<b>100%</b>

### **Suggested Activities / Practical (Any Two):**

1. *Assignments:* The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
2. *Library work:* Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.
3. *Seminars:* Students formed in the groups shall conduct seminars on current topics ameliorating spontaneity and prompt tactics requisite for presentations.

### **References:**

1. Ed.Thaker, P.K. Developing English Skills. Oxford Uni. Press.
2. Ghanekar Anjali. Communication Skills for effective Management. Everest Pub. House.
3. Contemporary Business Communication, Louis J. Boone.(US),6<sup>th</sup> edition
4. Effective technical communication by M.Ashraf Rizvi
5. Business communication by U.S.Rai and S.M.Rai

**BBA Sem-I**  
**Principles of Accountancy (BBA 05)**

**Rationale:**

Accountants and auditors help to ensure that the Nations firms are run more efficiently, their public records kept more accurately, and their taxes paid properly and on time. They perform these vital functions by offering an increasingly wide array of business and accounting services to their clients. Broadly, these services include public, management, and government accounting, as well as internal auditing. However, students of management are not expected to become accountants in true sense. Yet, the basics of accounting and the functions of an accountant must be well understood by them in order to control, manage and run the firm efficiently. Hence, a subject on Accountancy at the preliminary level is quite important.

**Objectives:**

1. To get equipped with concepts and principles of accounting area.
2. To learn record-keeping and classification of business transactions.
3. To understand and analyze business transaction which helps to take day to day decisions in business.
4. To understand the relationship of subject with other allied areas of Management.
5. To understand and equipped with recent trends & changes in this area.
6. To prepare oneself to become fit for practicing in corporate by acquiring detailed knowledge of the subject.

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut.	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA05	Principles of Accountancy	3+2=5	0	3	60	--	40	5	100

Sl. No	Chapter	Topic	Wtge.
1	Introduction: Accounting	Definition, objective and scope Nature of Accounting Postulates and Conventions in Accountancy. Accounting Concepts Interested Groups in accounting information	10 %
2	Recording of Transactions	Analysis of Business Transactions: Meaning of Accounts, Classification of accounts. Rules of Debit and Credit. Accounting Cycle : Journal : Purpose, Rating and Recording, Ledger : Purpose; Ruling; Posting; Balancing; Types and sub-Divisions. Journal : Sub-Divisions.: Credit Books and Cash book Preparation of Trial Balance,	30 %
3	Preparation of Final Accounts	Preparation of Final Accounts: Trading Account, Profit & Loss Account and Balance Sheet.	30 %
4	Rectification of Errors:	Accounting Errors., Types of Errors, Errors affecting to Trial Balance and Errors which are not affecting to Trial balance, Rectification- of errors Effects of errors on final accounts, Suspense Account	20 %
5	Bank Reconciliation Statement	Bank reconciliation statement	10%
		<b>Total</b>	<b>100%</b>

### Suggested Activities / Practical (Any Two):

1. *Assignments:* The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
2. *Quizzes:* Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
3. *Seminar on Problem Solving:* Students will be asked to solve problems on board, explaining the methodology to get the solution step by step.

4. *Library work:* Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose

## **References:**

1. Mukherjee Amitabha & Mohammed Hanif, "Modern Accountancy Volume-I", Tata Mc Graw Hill Publishing Company Limited, New Delhi.
2. Tulsian P.C., "Financial Accounting", Pearson Education, New Delhi.
3. Prof. Jawaharlal, "Corporate Financial Reporting-Theory and Practice"
4. S.N. Maheswari, S.k. Maheswari," An Introduction to Accountancy ", Vikas Publishing House Pvt. Ltd, New Delhi.
5. R.L.Gupta, V.K.Gupta,"Principles of Accountancy", Sultan Chand & Sons, New Delhi.
6. Dr. V.K.goyal, "Financial Accounting", Excel Books, New Delhi.
7. Varshney J.C., "Financial Accounting", Wisdom Publication, New Delhi.
8. Narayanswamy R., "Financial Accounting", PHI Learning Pvt. Ltd., New Delhi.
9. Bhattacharyya Ashish K.," Essentials of Financial Accounting", PHI Learning Pvt. Ltd., New Delhi
10. Naseem Ahmed, Nawab Ali Khan, M. L. Gupta, Fundamentals of Financial Accounting, Theory and Practice, Anne Books Pvt. Ltd, New
11. Prin. T.J. Rana, Litty Denis et. al., BBA Accountancy – I, B.S. Shah Prakashan, Ahmedabad.

**BBA Sem-I**  
**Principles of Management (BBA 06)**

**Rationale:**

Management education in the current day scenario is gaining importance day in and day out. In this era where change is the only constant understanding of the basic facets of business and Principles of Management becomes very important for any management student. The course not only gives the detailed understanding about the basics of business and principles of management but also helps in the personal development of the students in such a manner that they not only emerge as a successful professionals of the corporate world but also good human beings and responsible citizens of the society.

**Objectives:**

**After the subject being taught the student will be able to know:**

1. Basic facets of Business and Principles of Management.
2. Scope of application of the various concepts and principles taught.

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut.	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA06	Principles of Management	3+2=5	0	3	60	--	40	5	100

Sl. No.	Chapters	Topics	Wtge
1	Forms of Business ownership (only basic features)	Sole Proprietorship, Partnership Firms, Hindu Undivided Family, Public Ltd And Private Ltd Companies, Co-Operative Society, Public Sector Enterprises.	15%
2	Introduction to management	Meaning, Definitions & Features of Management Levels of Management With Different Skills Required Thereof Management As a Science or Art, Management As an Emerging Profession, Skills of Manager, Functions of Management	10%
3	Schools of management thought (only basic features)	Scientific Management – Taylor’s Contribution Administrative Management – Fayol’s Contribution Bureaucratic Management – Max Weber’s Contribution Human Relations Approach - Hawthorne Experiments Contingency Approach	10%

4	Planning	Concept & Process of Planning, Importance & Limitations of Planning, Types of Plans (Mission, Purpose, Objectives, Goals, Policies, Procedures Etc), Types of Planning-Operational, Strategic, Long Term, Medium Term, Short Term. Decision Making -Concept, Importance & Process Of Decision Making, Concept Process and Methods of Forecasting.	15%
5	Organizing	Definition And Process of Organizing, Principles of Organizing, Concept of Authority, Responsibility And Power, Accountability, Delegation of Authority, Centralization, Decentralization of Authority, Span of Control, Types of Organisational Structure. Types of Organization – Committees, Line And Staff Organization, Line And Staff Conflict, How To Manage Line And Staff Conflict.	15%
6	Directing	Meaning and Nature of Directing, Requirement of Effective Direction, Meaning of Supervising, Role & Function of a Supervisor. Concept of Leadership Motivation and Communication	10%
7	Staffing	Concept – HRP, Recruitment and Job Analysis, Recruitment Sources – Internal and External, Selection Process, Types of Selection Tests, Training Advantages, Methods of on The Job Training and Off The Job Training	10%
8	Control	Meaning & Steps/Process of Control, Essentials of An Effective Control System, Techniques of Controlling, Evaluation of Controlling Techniques.	15%
		<b>Total</b>	<b>100%</b>

### **Suggested Activities / Practical (Any Two):**

1. *Assignments:* The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
2. *Quizzes:* Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
3. *Debate and group discussions:* Debate and group discussions shall be conducted on regular time intervals on application and utility of the concepts and principles taught in the subject.
4. *Library work:* Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.
5. *Discussion with experts:* Industry experts can be called in classroom and the students should be given a chance to interact with them and get aware about the existing industry scenario.

## References:

1. Fundamentals Of Business Organization And Management - Bhushan, Y K –,Sultan Chand and Sons
2. Principles Of Management - Reddy and Tripathi, , Tata McGrawhill Publications
3. Principles of Management - Prasad L M , Sultan Chand and Sons
4. Management, Stoner, Pearson Education
5. Management, Robbins and Coulter, Prentice Hall
6. Principles of Management, Richard L. Daft, Cengage Learning
7. Management Principles and Guidelines, Thomas N., Duening and John M. Ivancevich, Biztantra ( Atomic dog publishing, USA)



## KADI SARVA VISHWAVIDYALAYA, GANDHINAGAR

Proposed rules for promotion of all UG/PG programs:

Promotion to	Condition for Promotion
Semester – II	Term of semester – 1 is granted
Semester – III	Term of semester – 1 and 2 are granted
Semester – IV	Pass in all subjects of semester – 1 and Term of semester – 2 and 3 both are granted
Semester – V	Pass in all subjects of semester – 1 & 2 and Term of semester – 3 and 4 both are granted
Semester – VI	Pass in all subjects of semester – 1, 2 & 3 and Term of semester – 4 and 5 both are granted