



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 - II**

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

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# **BBA SEM-II**

## **Communication Skills - II (BBA 07)**

### **Rationale:**

The main reason behind the subject communication skills-II in Semester-II is to equip management students with the required knowledge of communication process with a special focus on business correspondence. 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. Students will be equipped with basic protocols of business correspondence.
2. Grammar exercises will boost writing and comprehension skills.
3. Word-study will help polish spoken English required for presentations.

<b>Sl. No.</b>	<b>Chapter</b>	<b>Topic</b>	<b>Wtge</b>
1.	Grammar	Voices: - Active & Passive Speeches: - Direct & Indirect Degree of comparison	25%
2.	Word Power	Idioms Synonyms & Antonyms One word substitute Homonyms	15%
3.	Communication	Types of Communication Fundamentals and Impediments Important Cs of Communication	25%
4.	Business Correspondence	Job Application Resignation Suspension Congratulatory Condolence	35%
		<b>Total</b>	<b>100%</b>

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

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. *Case Analysis*: Students will get a case to analyze and they have to search the core to decide ethically about the situation as it will be easy for them to grasp and it will give them initial exercise to become good manager.
4. *Debate*: Debate shall be conducted on regular time intervals on application and utility of the concepts and principles taught in the subject
5. *Presentation*: with the help of presentation skills students will learn to make more effective presentations on various topics.
6. *Role Play*: These activities enhance their ability to speak confidently in public. In this activity students will be given certain issue or topic to perform in group or individually.
7. *Mock – Interview*: there will be panel of few students and the rest will be job seekers. They will participate actively to get the job. From this exercise students will learn Pre/Post preparations for an interview. They will learn the behavior before/during/after the interview.
8. *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. Effective technical Communication, Rizvi Ashraf, McGraw Hill
2. Management Communication by Anubha Singh and James O'Rourke
3. Effective English for Business Communication by Burtness and Clark
4. English Grammar and Composition by Wren and Martin, Revised by N D V Prasada Rao, S Chand Publications
5. Communicative English by Prakash Khuman and Bhupesh Gupta, Books India Publication
6. Note: For Module – I, refer Wren & Martin (English Grammar and Composition)

## **BBA Sem-II Basic Economics-II (BBA 08)**

### **Rationale:-**

Economics includes Micro and Macro Economics both. Once the students are aware about the Micro Economic concepts, they must be aware about the Macro Economic concepts as without knowing them the study of economics is incomplete. In macro economics various concepts such as National income, Aggregate demand and supply, Consumption function, Business cycle, Money and banking as well as International Trade are included. This will help the students understand the economic activities from a broader perspective which may ultimately help them take better decisions as corporate executives and also as normal social beings.

### **Objectives:**

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

1. The various macroeconomic concepts and principles used and applied in the daily life.
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.

<b>Sl. No.</b>	<b>Chapter</b>	<b>Topic</b>	<b>Wtge</b>
1.	Income Flow in a Simple Economy	Circular Flow of Income: In a two-sector economy – In an open economy with Government Interference	10%
2.	National Income	Meaning – Concepts of GDP, GNP and NNP – Approaches to Measure National Income – Concepts of Private Income, Personal Income, Personal Disposable Income, Per Capita Income – Related Concepts (Intermediate product & Final Product, Transfer Payments, Current Price vs. Constant Price – Problems in Measuring National Income: Conceptual and Practical Problems.	20%
3.	Consumption Function and Saving Function	Meaning of Consumption Function (Propensity to Consume) – Characteristics – Determinants - Marginal Propensity to Consume (MPC) – Average Propensity to Consume (APC) – MPC & APC Relationship – Saving Function (Propensity to Save) – Marginal Propensity to Save – MPC and MPS Relationship – The Keynesian Psychological Law of Consumption Function	20%
4.	Business Cycle	Meaning – Features – Phases – Causes – Measures to Control	10%
5.	Money	Evolution of Money – Functions of Money – Value of Money – Concepts of Inflation, Deflation and Stagflation – Causes of Inflation: Demand Pull and Cost Push – Supply of Money and its Components – Quantity Theory of Money (Cash Transaction Approach)	20%
6.	Banking	Meaning of Bank and Different Types of Bank  Commercial Bank: Functions of a Commercial Bank – Credit Creation by Commercial Banks – Limitations of Credit Creation  Central Bank: Meaning and Functions of a Central Bank – Credit Control Policies (Monetary Policy) of the Central Bank.	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. *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, D N Diwedi,
2. Elementary Economic Theory, K K Diwett and J D Varma, S. Chand Publications
3. Macro Economic Theory, R. Chauvery, V.K. Sudhanayak, M. Girija, N. Kruparani, R. Minakshi, S. Chand Publications
4. Economics-Theory and Practice, Patrick J. Welch/Gerry F. Welch, Wiley India edition
5. Principles of Economics, V. Loknathan, S. Chand & Company
6. Macro Economic Theory, T. N. Hajela, Ane Books Pvt. Ltd.
7. Principles of Economics, B M Mule and Ramakanta Prusty, Mahajan Publications
8. Macro Economic Theory (Thirteenth Edition), M C Vaish, Vikas Publishing House, Delhi.
9. Macro Economics – Theory and Policy, H. L. Ahuja, S. Chand & Company
10. Macroeconomics – Theory and Applications, G. S. Gupta, T.M.H (2001)

**BBA Sem-II**  
**Political Science (BBA 09)**

**Rationale:**

The importance of management education, in the prevailing situation, is growing leaps and bounds wherein a subject like Political Science is very significant. An efficient manager is required to possess the knowledge of Governmental statutes under which a company works and progress. "As a discipline" political science, possibly like the social sciences as a whole, "lives on the fault line between the 'two cultures' in the academy, the Sciences and the Humanities.

**Objective:**

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

1. The various Political concepts of State, Law etc.
2. Scope of application of the various concepts and principles taught.
3. Usefulness of application of the concepts and the principles.
4. Inculcating the right spirit of working for the good for all.
5. Creation of awareness of Indian governmental structure for business world.

Sl. No.	Chapters	Topics	Wtge
1	Political Concept -I	State, Law.	20%
2	Political Concept - II	Sovereignty	
3	Constitution Of India	Salient features	15%
4	The Preamble	The philosophy of Constitution.	
5	Territory of the Union and Citizenship	Constitutional Provisions and related Parliamentary Acts.	15%
6	Fundamental Duties	Constitutional Provisions, Amendments.	
7	Fundamental Rights	Constitutional Provisions, Judicial Interpretations, Amendments.	20%
8	The Executives	The President: Election, Term, Powers, Functions As a Nominal Sovereign, Vacancy in the Office. The Prime Minister and his Council of Ministers: Powers, Functions, Privileges The Offices of AG and CAG.	30%
9	The Legislature	The Parliament: Composition, Duration, Presiding officers, Sessions, Procedure And Functions of Lok Sabha and Rajya Sabha,	
		<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:* Debate 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.

## **References:**

1. Indian Polity, M Laxmikanth, WE series, Tata Mac Grew Hill.
2. Introduction to Constitution of India, D.D. Basu, WadhwaPublication, Nagpur.
3. An introduction to Political theory by O.P Gauba
4. Our Constitution by S. C Kashyap
5. Our Parliament by S. C Kashyap
6. Indian Political Theory by V.P Verma
7. Constitution of India by V.N Shukala
8. Indian Constitution by M.V Paylee
9. Political Theory by Eddy Ashirvathan
10. Constitution by P.M Bakshi

**BBA Sem-II**  
**Financial Accounting-I (BBA 10)**

**Rationale:**

Students of management must be exposed to financial accounting as a subject after being given basic inputs in accountancy. This is highly required since managers deal with accounting related issues affecting decision making in their everyday life. Being part of executive committee and review committee of company operations, such future executives must be well versed with the concepts and principles of financial accounting.

**Objectives:**

To enable student teachers-

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.

Sl. No.	Chapters	Topics	Wtge.
1	Non-Trading Concerns	Definitions, Difference between Trading and Non- Trading Concerns, Distinction between capital and Revenue Expenses. Preparation of Income and Expenditure account and Balance Sheet from Receipt payments Account NTC sums on Hospitals and educational institutions.	30%
2	Consignment Account :	Consignment Account : Examples including invoice price	20%
3	Company Accounts	Issue of Shares Forfeiture of shares Re-issue of forfeited shares	30%
4	Redemption of Preference shares	Redemption of preference shares – Provision of sec 80 regarding redemption., Examples on elementary level.	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. *Debate*: Debate 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.

### 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. Prin. T.J. Rana, Litty Denis et. al., BBA Accountancy – I, B.S. Shah Prakashan, Ahmedabad.
6. Prin. T.J. Rana, Jayesh Tanna et. al., BBA Accountancy – II, B.S. Shah Prakashan, Ahmedabad.

## BBA Sem-II

### Science & Technology (BBA 11)

#### Rationale:

In the dynamic business environment the ever expanding qualifications with respect to innovation and technology calls direly for the subject science and technology in the basic training of managers.

#### Objective:

##### Following requirements will be met through the programme:

1. Students will be equipped with the technical knowledge to survive in corporate.
2. Capacity enhancement and acquiescence with the advanced technology catering to business needs.
3. Exposure to research & development sector.
4. To familiarize with the current government policies pertaining to science & business.

Sl. No.	Chapter	Topics	Wtge
1	Role of Science & Technology	Knowledge: Types and Importance, Industrial and Societal Aspects of S&T in India, CAPART, STRIDE And NSTC.	30%
2	S&T Infrastructure in India today	Main S&T departments and Institutions like DST, DSIR, DAE, DoS, DBT, MoES, CSIR, TKDL, ICAR, and ICM	
3	S&T Education and Research in India	Measures to improve and popularize S&T.	
4	NanoScience and Nanotechnology	Meaning, Basic Principles of Nanoscience, Nanomaterials-Types, Examples. Applications.	

5	Photonics And Laser	Meaning, Application, OT, Photonic crystals, Future of Photonics Introduction as a Machine, Types, Applications.	<b>30%</b>
6	Energy	Scenario, Challenges, Security, Conservation, Policy	
7	Global Environmental Issues	Ozone-Benefits, Harms, Hole and Remedies. Greenhouse Effect; Climate Change-Adverse impacts on Agriculture and Bio diversity. Pollution-Industrial, Vehicular. Fuel Technology. Biodiversity and Eco systems; Meaning, Values, Conservation Measures	<b>40%</b>
8	Bio Technology and its Applications	Introduction to Important Techniques used in Bio Technology, Cloning, Stem Cells. Applications-Agriculture, Animal, Therapeutics and Industrial.	
		<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.
4. *Collection of Updates in field of Sc. & Tech.:* Students prepare a catalogue of daily updates of inventions, programmes & government policies in the subject.

### **References:**

1. Science and Technology, Ashok Kumar Singh, WE series, Tata McGraw Hill.

## BBA Sem-II

### Professional Communication in Practice (BBA 12)

#### Rationale:

The importance of professional communication is as fundamental to our social living as eating is to our biological existence. In the prevailing situation, growing leaps and bounds wherein a subject like Professional Communication in Practice at the introductory level is of utmost importance. This is because, the student, after being graduated, has to ultimately work in the industry and hence must know the basic concepts of professional communication which are seen applied vehemently in the corporate and well as the social life. Therefore this Professional communication in Practice is introduced in semester-II as an introduction to mannerism and Organizational behavior. This course encompasses the few professional concepts and their uses and applications in their routine for improvement. The Professional Communication in Practice shall be covered in semester-II in order to develop five fundamental skills to expand better social and professional relationships. Professional communication is specific outlines on conventional behavior patterns and etiquettes, established originally by Western Tradition, which are accepted worldwide today.

#### Objective:

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

1. The basic of effective Listening, Reading ,Speaking and Writing
2. Awareness about formal – informal behavior
3. Importance of body language – Etiquettes and Manners in society and business.
4. Realizing the importance of conversation skill
5. Learning the use of Practical communication to improve the effectiveness of verbal message during an oral interaction

Sl. No.	Chapter	Topic	Wtge
1.	Listening Strategies	i. Types of Listening ii. Listening Barriers	15%
2.	Speaking Strategies	i. Speech Process ii. Conversation Techniques iii. Fluency and Self-expression iv. Answering Techniques	25%
3.	Reading Strategies	i. Reading Process ii. Active – Passive Reading iii. Vocabulary Skills	20%
4.	Writing Strategies	i. Sentence Structure ii. Note Making iii. Listening and Note-taking	15%
5.	Professional Strategies	i. Etiquettes a. Social Etiquettes b. Office Etiquettes c. Business Etiquettes ii. Presentation Skills iii. Body Language (at the time of) a. Interviews b. Formal c. Social	25%
<b>Total</b>			<b>100%</b>

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

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:* Debate shall be conducted on regular time intervals on application and utility of the concepts and principles taught in the subject
4. *Presentation:* with the help of presentation skills students will learn to make more effective presentations on various topics.
5. *Role Play:* These activities enhance their ability to speak confidently in public. In this activity students will be given certain issue or topic to perform in group or individually.
6. *Mock – Interview:* there will be panel of few students and the rest will be job seekers. They will participate actively to get the job. From this exercise students will learn Pre/Post preparations for an interview. They will learn the behavior before/during/after the interview.
7. *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. Effective technical Communication, Rizvi Ashraf, McGraw Hill
2. Book of Etiquette and Manners, Prem P. Bhalla & Nimeran Sahukar
3. Personality Development by McGraw Hill pub
4. Management Communication by Anubha Singh and James O'Rourke

## 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