



Betwanchal Group Of Institution

SYLLABUS

For

BBA First Semester

Department of Management



Betwanchal Group Of Institution

Barkatullah University, Bhopal)

Department of Management

Academic Year: 2021-22

BBA First Semester

Subject Code	Title of Paper	External		Internal		Credits	Group	Total
		Max. Marks	Min. Marks	Max. Marks	Min. Marks			
BBA-101	Business Management	60	21	40	14	6	Major	100
BBA-102	Managerial Economics	60	21	40	14	6	Minor	100
BBA-103	Business Mathematics	60	21	40	14	4	GE	100
BBA-104	Introduction to Computers	60	21	40	14	3	AC	100
FC-101	Environmental Studies	60	21	40	14	4	AEC	100
Grand Total								500



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Department of Management

Academic Year: 2021-22

BBA First Semester

Name of the Program: BBA		Program Code: 1
Name of the Group: Major		
Name of the Course: Business Management		
Course Code: BBA-101	Total Duration: 90 hrs	Max. Marks: 100 (Internal:40+External:60)

Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Definition and meaning of management	01	20
	Management in Indian Culture and Tradition	03	
	Role of Manager, Functions and responsibilities of management,	02	
	Principles of management	04	
	Schools and thoughts of management	05	
	Future Management- Challenges and Skills.	03	

Unit	Topics	Duration (In Hours)	Marks
II	Planning: Process, Types and significance	05	20
	Planning v/s forecasting	01	
	Objectives, Strategies, Policies,	04	
	MBO	02	
	Decision Making- process and significance,	04	
	Planning for Start-ups.	02	

Unit	Topics	Duration (In Hours)	Marks
III	Organising: Nature and purpose of organizing,	04	20
	Importance and process of organizing,	03	
	Departmentalization,	04	
	Organisational structure and design: Types and Relevance	05	
	Line & staff relationship.	02	



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Unit	Topics	Duration (In Hours)	Marks
IV	Direction: Nature and purpose	03	20
	Motivation : Types & Significance,	05	
	Maslow Need Hierarchy	02	
	Theory X and Y of motivation	03	
	Leadership Styles and Importance.	05	

Unit	Topics	Duration (In Hours)	Marks
V	Controlling: The system and process of controlling	02	20
	Control techniques,	05	
	Coordination : Meaning , Principles, Importance, External and Internal Coordination,	03	
	An overview of strategic management,	02	
	SWOT, SWOC & SOAR Analysis.	02	
	Strategic Alternative – Choice and evaluation.	04	

Recommended Text Books:

- Management , Koontz D and Welhrich , International student edition, Tokyo 1980
- Principles of management, S.M.Shukla, Sahitya Bawan Publication, Agra (UP)

Recommended Reference Books:

- Organisation & Management , R.D. Agrawal, MC Graw Hill, New Delhi 1982
- The process of management: Concepts, Behaviour and Practices. Newman and Warren, PHI Learning

URL

- https://www.dphu.org/uploads/attachements/books/books_5284_0.pdf
- <https://education.stateuniversity.com/pages/cw1ev9e9ib/An-Introduction-to-the-Principles-of-Management.html>



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Department of Management

Academic Year: 2021-22

BBA First Semester

Name of the Program: BBA		Program Code: 1
Name of the Group: Minor		
Name of the Course: Managerial Economics		
Course Code: BBA-102	Total Duration: 90 hrs	Max. Marks: 100 (Internal:40+External:60)

Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Introduction and Scope of Managerial Economics	03	20
	Definition and nature of Economics,	02	
	Significance and Concept of Micro and Macroeconomics	02	
	Basic Problem of Economic choice, Wants and resources	02	
	Production Possibility Frontier	02	
	Opportunity cost.	01	
Unit	Topics	Duration (In Hours)	Marks
II	Law of demand, Reasons for the downward slope of the demand curve	04	20
	Exceptions to the law; Changes in demand	03	
	Elasticity of Demand- Degrees of price elasticity with diagrams	03	
	Factors determining price elasticity	03	
	Demand forecasting-Nature and importance	03	
	Law of supply and Exceptions.	04	
Unit	Topics	Duration (In Hours)	Marks
III	Theory of Consumer Choice:		20
	Utility Analysis- Law of diminishing marginal utility	07	
	Consumer's surplus (Marshall)	01	
	Indifference curves- Properties	04	
	Consumer's Equilibrium.	01	



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Unit	Topics	Duration (In Hours)	Marks
IV	Production Function: Factors of Production	03	20
	Economies of scale	03	
	Law of variable proportions	03	
	Laws of returns to scale	03	
	Producer's Equilibrium with the help of iso-quants and iso-cost lines.	06	
Unit	Topics	Duration (In Hours)	Marks
V	Cost and Market Structures:	04	20
	Basic concepts of Cost and Revenue analysis;	07	
	Forms of Market structure -Perfect and Imperfect Competition	11	
	Price and output determination- Perfect competition.	05	

Recommended Text Books:

- Principles of Micro economics, H. L Ahuja, S.Chand
- Principles of Economics, M. L Seth, Lakshi Narain Agrawal Publications
- Managerial Economics, Dr. K. K Dewett, S.Chand

Recommended Reference Books:

- Managerial Economics, R.L.Varshney&K.L.Maheshwari , Sultan Chand & Sons Publications
- Managerial Economics, D.M.Maithani , Himalaya Publishing House, Ed. 2016.
- Managerial Economics, Dominic Salvatore & Siddharth Rastogi , Oxford Printing Press 2016.

Recommended Web Reference:

- https://www.academia.edu/34707649/Managerial_Economics_Textbook
- https://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Manual_Economics_15497.pdf



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Barkatullah University, Bhopal)

Department of Management

Academic Year: 2021-22

BBA First Semester

Name of the Program: BBA		Program Code: 1
Name of the Group: Generic Elective		
Name of the Course: Business Mathematics		
Course Code: BBA-103	Total Duration: 90 hrs	Max. Marks: 100 (Internal:40+External:60)

Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Ratio	06	20
	Sacrificing Ratio	02	
	Gaining Ratio	02	
	Proportion	06	
	Percentage	06	
	Averages: Simple and Weighted Average	06	
Unit	Topics	Duration (In Hours)	Marks
II	Simultaneous Equation: Meaning and Characteristics	01	20
	Methods of solving Simultaneous Equation	08	
	Preparation of Invoice	02	
Unit	Topics	Duration (In Hours)	Marks
III	Introductions to Determinants and Matrix	01	20
	Definition of Matrix, Types of Matrix	03	
	Properties and Operations on Matrix	03	
	Finding Determinant	02	
	Co-factor and Minor of Matrix	01	
	Adjoint and Inverse of a Matrix	03	

Unit	Topics	Duration (In Hours)	Marks
IV	Practical approach and applications of Vedic Maths	07	20
	Logarithms	04	
	Anti-logarithms	04	
	Simple Interest	04	



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Unit	Topics	Duration (In Hours)	Marks
	Compound Interest	04	
V	Commission	03	20
	Discount	03	
	Brokerage	03	
	Profit and Loss	06	

Recommended Text Books:

- S. M. Shukla: Business Mathematics, Sahitya Bhawan, Agra
- M. Raghavanchari: Mathematics for Management-an introduction, Tata Mc-Graw Hill Publications, New Delhi
- Dr. J. P. Mishra, Business Mathematics. Sahitya Bhawan, Agra
- Spooner H. A. and D. A. L. Wilson, The Essence of Mathematics for Business, Prentice Hall of India, New Delhi
- V. Sundaresan and S. B. Jeysolean: An introduction to Business Mathematics, S. Chand & Co. Pvt. Ltd., New Delhi

Recommended Reference Books:

- Padmalochan Hazarika – Business Mathematics, Sahitya Bhawan Publishing House, Agra
- Dass, Business Mathematics, Mc-Graw Hill Publication.
- Dr. Alok Kumar, Vedic Mathematics, Upkar Prakashan, Agra

URL

- <https://swayam.gov.in/explorer>



Betwanchal Group Of Institution

Barkatullah University, Bhopal)

Department of Mangement

Academic Year: 2021-22

BBA First Semester

Name of the Program: BBA		Program Code: 1
Name of the Group: Additional Course		
Name of the Course: Introduction to Computers		
Course Code: BBA-104	Total Duration: 45 hrs	Max. Marks: 100 (Internal:40+External:60)

Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Introduction to Computer System	2	20
	History, Generation, Characteristics of Computers	1	
	Classification of Computers	2	
	Basic components of Computer System	1	
	Input and Output Devices	1	
	Applications of Computers	2	

Unit	Topics	Duration (In Hours)	Marks
II	Introduction to Software & its types	2	20
	Introduction to Operating System: Function & Types	2	
	Introduction to Windows & its features	2	
	Programming Languages and their characteristics	2	

Unit	Topics	Duration (In Hours)	Marks
III	Introduction to E-commerce and its Categories	2	20
	Advantages and Disadvantages of E-commerce	1	
	Business Models of E-Commerce	2	
	Security issues in E-Commerce	2	
	Introduction to Management Information System	1	
	Introduction to ERP	1	

Unit	Topics	Duration (In Hours)	Marks
	Introduction to MS-Excel (2007 and above) Spreadsheets & Workbook	1	
	Working on Spreadsheets, Range & Related Operations, Saving, and Printing Worksheet	2	



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IV	Use of Functions, Working with Formula	2	20
	Use of Charts and Graphs, Data Analysis in Excel	2	
	Use of Macros, Filtering, What-If-Analysis	2	

Unit	Topics	Duration (In Hours)	Marks
V	Introduction to MS-Powerpoint (2007 and above)	2	20
	Designing Slides, using shapes, wordart, smart art	2	
	Working with Notes, Handouts, Columns & Lists	2	
	Adding Audio and Video to a presentation	1	
	Adding slide design, transition and animation	2	
	Printing Slides, Notes, Handouts, Steps to design quality presentation.	1	

Recommended Text Books:

- P. K. Sinha, Fundamental of Computers, BPB Publication
- Taxali, PC Software, Tata Mc-Graw Hill
- Olson Davis, Management Information System, Tata Mc-Graw Hills
- Dr. U. S. Pandey, E-commerce & Mobile Commerce Technologies

Recommended Reference Books:

- S. Jaiswal, Computer's Today, Galgotia Publication
- Laudon & Laudon, Management Information System, Pearson Publication
- Loren, Fundamentals of Information Technology, Vikas Publication

URL

<https://swayam.gov.in/explorer>



Betwanchal Group Of Institution

Barkatullah University, Bhopal

Academic Year: 2021-22

BA/B.Com/BCA/BBA/B.Sc. First Semester

Name of the Program: BA/B.Com/BCA/BBA/B.Sc.		Program Code:
Name of the Group: AEC		
Name of the Course: Environmental Studies		
Course Code: FC-101	Total Duration: 60 hrs	Max. Marks: 100 (Internal:40+External:60)

Syllabus

UNIT	Topics	DURATION (IN HOURS)
I	Introduction Environmental Studies: Meaning, Nature, Scope, Importance and Limitations; Ecosystems; Biodiversity and Natural Systems; Natural Cycles and flows-material and energy; Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic Zones of India; Biodiversity patterns and global biodiversity hotspots. Salient Features; Wildlife (Protection) Act, 1972; Water (Prevention and control pollution) Act, 1974; Forest (Conservation) Act, 1980; Air (Prevention and control of pollution) Act, 1981; Environmental Protection Act, 1986.	12
UNIT	Topics	DURATION (IN HOURS)



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II	<p>Environmental Concerns</p> <p>Human Systems and Human impact on natural systems, Climate Change, Air Issues: Ozone Depletion, Smog, Water issues: Water quality/access, Pollution, Land Use Changes, Soil degradation, Water: Quantity generated, Treatment, ex: landfills v. incinerators, E-Waste. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions.</p>	12
UNIT	Topics	DURATION (IN HOURS)
III	<p>Measurement and Reporting</p> <p>ISO Standard 14001: Environmental Management System; Life Cycle Assessment; Environmental Product Declaration; Carbon Foot printing and Ecological Handprints; Environmental Impact Analysis, Environmental Impact Assessment in India; procedure & practices.</p>	12

UNIT	Topics	DURATION (IN HOURS)
IV	<p>Green Business</p> <p>Concept and Evolution of Green Business; Drivers and Motivations; Model of Corporate Greening; Green Business Strategies; Planning and Policy Initiatives for Green Business; Capturing Green Consumers; Preparing for the future. Green Tax Incentives and Rebates (to Green Projects and Companies). Green Reporting National Green Tribunal; Structure, composition, and functions.</p>	12
V	<p>Emerging Trends</p> <p>Environmental Accounting: Concept, Significance, and Types, Environmental Economics, KYOTO Protocol; Aim, Vision, and Functioning, Carbon Trading; Green HRM, Green Marketing, Green Finance. Environmental Ethics. Corporate Environmental Responsibility, Green Entrepreneurship.</p>	12



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Recommended Reference books:

- 1 Basu, M., & Xavier, S. (2016). *Fundamentals of Environmental Studies*. Cambridge: Cambridge University Press.
- 2 Winston, A. (2009). *Energize Employees with Green Strategy*. Harvard Business School Publishing.
- 3 Enger, E., & Smith, B. (2010). *Environmental Science: A Study of Interrelationships*, Publisher: McGraw Hill Higher Education.
- 4 Mitra, A. K., & Chakraborty, R. (2016). *Introduction to Environmental Studies*. Kolkata: Book Syndicate Pvt. Ltd.
- 5 Kumar, S., & Kumar, B. S. (2016). *Green Business Management*. Hyderabad: Thakur Publishing Pvt. Ltd.

Recommended Web Reference:

1. www.ugcmoocs.inflibnet.ac.in
2. www.epgp.inflibnet.ac.in