

COURSE CURRICULUM
Bachelor of Business Administration (B.B.A.)
VBS Purvanchal University, Jaunpur – 222001 (U.P)

B.B.A. – Semester I

Paper Code	Paper Name	Scheme of Marks			
		External		Internal	Total
		Theory	Practical		
BBA-101	Business Economics	75	---	25	100
BBA-102	Basic Accounting	75	---	25	100
BBA-103	Business Statistics	75	---	25	100
BBA-104	Principles of Management	75	---	25	100
BBA-105	Business Ethics	75	---	25	100
BBA-106	Computer Applications	50	50	---	100
Total Marks					600

COURSE CURRICULUM
Bachelor of Business Administration (B.B.A.)
VBS Purvanchal University, Jaunpur – 222001 (U.P)

B.B.A. – Semester I

BBA-101: Business Economics

1. Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.
2. Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting.
3. Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale.
4. Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures–Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition.
5. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation.

Suggested Books:

1. Varsney & Maheshwari, Managerial Economics
2. Mote Paul & Gupta, Managerial Economics: Concepts & cases
3. D.N.Dwivedi, Managerial Economics
4. D.C.Huge, Managerial Economics
5. Peterson & Lewis, Managerial Economics

COURSE CURRICULUM
Bachelor of Business Administration (B.B.A.)
VBS Purvanchal University, Jaunpur – 222001 (U.P)

B.B.A. – Semester I

BBA-102: Basic Accounting

1. Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.
2. Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts.
3. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.
4. Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.
5. Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.

Suggested Books:

1. Agarwal B.D., Advanced Accounting
2. Chawla & Jain, Financial Accounting
3. Chakrawarti K.S., Advanced Accounts.
4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting
5. Jain & Narang, Advanced Accounts

COURSE CURRICULUM
Bachelor of Business Administration (B.B.A.)
VBS Purvanchal University, Jaunpur – 222001 (U.P)

B.B.A. – Semester I

BBA-103: Business Statistics

1. Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.
2. Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.
3. Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.
4. Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal.
5. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests.

Suggested Books:

1. Gupta, S.P. & Gupta, M.P., Business Statistics
2. Levin, R.I., Statistics for Management
3. Feud, J.E., Modern Elementary Statistics
4. Elhance, D.N., Fundamentals of Statistics
5. Gupta, C.B., Introduction of Statistical Methods

COURSE CURRICULUM
Bachelor of Business Administration (B.B.A.)
VBS Purvanchal University, Jaunpur – 222001 (U.P)

B.B.A. – Semester I

BBA-104: Principles of Management

1. Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration.
2. Planning: Concept, objectives, nature, importance and limitations of planning, planning process
Concept of Decision Making and its Importance, forms, techniques and process.
3. Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.
4. Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication.
5. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.

Suggested Books:

1. Pagare Dinkar, Principles of Management
2. Prasad L.M., Principles and Practice of Management
3. Satya Narayan and Raw VSP, Principles and Practice of Management
4. Srivastava and Chunawalla, Management Principles and Practice

COURSE CURRICULUM
Bachelor of Business Administration (B.B.A.)
VBS Purvanchal University, Jaunpur – 222001 (U.P)

B.B.A. – Semester I

BBA-105: Business Ethics

1. Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments against business ethics.
2. Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vadanta in management, Hierarchism as an organizational value.
3. Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.
4. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.
5. Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.

Suggested Books:

1. Koltar Philip, Marketing Management
2. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers.
3. Chakraborty S.K., Human values for Managers
4. McCarthy, F.J., Basic Marketing
5. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.

COURSE CURRICULUM
Bachelor of Business Administration (B.B.A.)
VBS Purvanchal University, Jaunpur – 222001 (U.P)

B.B.A. – Semester I

BBA-106: Computer Applications

1. Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis Programming Concept, Software Development process.
2. Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows, GUI, Other system softwares.
3. Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation.
4. Computer software system, software development process, file design & Report design, Data files types, Master & Transaction file. Data Hierarchy & data file structure, Use of files in Programming.
5. Relevance of Data base management system, data base manager, data communication, networking, LAN & WAN, Real Time Sharing, On line & off line processing.

Suggested Books:

1. P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication
2. V. Rajaraman, Computer Fundamentals, PHI
3. Tannenbaum, Computer Applications and Networks
4. 'O' Brien, Management Information Systems

COURSE CURRICULUM
Bachelor of Business Administration (B.B.A.)
VBS Purvanchal University, Jaunpur – 222001 (U.P)