

RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA I Year (Semester I & II)

BBA I Semester						
Subject Code	Subject Name	Course Type	External	Internal	Maximum Marks	Credit
101	Economic	Major	60	40	100	6
102	Fundamental of Accounting	Minor	60	40	100	6
103	Business Communication	GE	60	40	100	4
104	Environmental Studies	AEC	60	40	100	4
Semester Total					400	20
Cumulative Total					400	20

BBA II Semester						
Subject Code	Subject Name	Course Type	External	Internal	Maximum Marks	Credit
101	Principal of Management	Major	60	40	100	6
102	Business Statistics	Minor	60	40	100	6
103	Business Law	GE	60	40	100	4
104	English Language	AEC	60	40	100	4
Semester Total					400	20
Cumulative Total					800	40

GE: Generic Elective

AE: Ability Enhancement

The student will be awarded Certificate in Business Administration on successful completion of first year.

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA I Semester

Name of Program : BBA	Program Code: 01
Name of Group: Major	
Name of the Course: Economics	
Course Code: BBA-101	Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

1. Students will easily understand the basic concept of Micro Economic
2. Students will be able to understand the concept of Demand and Supply model and elasticity of demand
3. Students will learn about utility analysis as well as demand function
4. Students will easily learn about market classification and various types of market competitions
5. Students will be easily able to understand about calculation of National Income, GDP etc

Syllabus

Units	Content	Marks
1	Introduction to Economics: Definition, Nature and Scope of Economics. Micro and Macro Economics, Role of Economics in Decision Making.	20
2	Demand Analysis and Supply Analysis: Meaning of Demand, Types of Demand, and Law of demand, Determinants of Demand, Demand Function, and Elasticity of demand- price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand, Law of Supply, Supply Schedule, Supply Curve, Price elasticity of supply	20
3	Production Analysis: Production function, Types of Production Function, Law of Returns, Law of variable proportions, Law of Increasing Returns, Law of Constant Returns, Law of Diminishing returns, Returns to scale	20
4	Market Structures: Meaning of Market, Classification of markets,	

	Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly Market.	20
5	National Income: Meaning, Definition and importance of Macro Economics – National Income: Meaning, Definitions: National Income, GNP & NNP, GDP & NDP, Personal Income (PI), Disposable Income (Di), Per Capita Income (PCI), Real National Income (RNI).	20

Suggested Readings

- Maddala and Miller, Micro economics theory and application, 13 the reprint 2017
- Sinha V.C, Principles of Economics, Sahitya Bhawan Publication Agra
- Adhikary, M Business Economics, Excel Books, New Delhi
- Chopra, O P, Managerial Economics New Delhi
- Koutsoyiannis, A., Modern Micro Economis, Mac Millan, New York
- Dr. J C Pant & Dr. J P Mishra Micro Economics, sahitya Bhawan, Agra
- Dr. C M Mehta, Micro Economics Ram Prasad & Sons Bhopal
- M.L.Sharma : Economics (C.A. Foundation)
- M.L. Seth :Principles of Economics
- Ahuja :Principles of Economics
- Dutta & Samuelson: Micro Economics

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA –I Semester	Program Code: 02
Name of Group: Minor	
Name of the Course: Fundamental of Accounting	
Course Code: BBA-102	Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

1. Students will be able to understand the basic of bookkeeping and accounting
2. Students will be able to know about accounting software
3. Students will be able to understand the Concept, Causes and different Methods of Depreciation for different assets
4. Students will easily learn about Subsidiary book of account

Syllabus

Units	Content	Marks
1	Accounting: Meaning Scope & Nature, Advantage and limitations of Book Keeping & Accounting. Unit – I	20
2	Conceptual Framework of Accounting: Accounting Principles, Accounting Concepts, Accounting Conventions Systems of Books Keeping, Double Entry System of Books Keeping.	20
3	Final Accounts: Manufacturing Account, Trading Account, Profit & loss Account, Balance Sheet and Adjustments.	20
4	Depreciation Accounting: Concept, Causes Methods of Providing Depreciation on Different Assets and Depreciation Policy.	20
5	Subsidiary book of account- Introduction, meaning and type cash book, Cash book, Pass book.	20

Suggested Reading

- Mukherjee Hanif, **Financial Accounting**, TATA McGraw Hills New Delhi
- Shukls & Grewal, **Financial Accounting**, S Chand Publishing, 2019, New Delhi
- S M Shukls **Financial Accounting**, Sahitya Bhawan Publication Agra

- **T.S. Grewal : Double Entry Book Keeping/Accounting Principles**
- **R.L. & Gupta : Advanced Accountancy**
- **Jain & Narang : Elements of Accounting**
- **S.N. Maheshwari : Fundamentals of Accounting**

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA- I Semester	Program Code: 03
Name of Group: Generic Elective	
Name of the Course: Business Communication	
Course Code: BBA-103	Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
2. To understand the importance of specifying audience and purpose and to select appropriate communication choices.
3. To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.
4. To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding

Syllabus

Units	Content	Marks
1	Definition, Nature, Importance to Manager, Communication Process and its Elements Means of Communication and Methods, Barriers to Communication Unit – II	20
2	Oral Communication: Speeches for Different Occasions Guide Lines, Listening (Problems and Guide Lines)	20
3	Interview : Process, Problem Guidelines, Group Discussions, Conference, Responsibility of Chairman and Participants	20
4	Written Communication: Essentials of Good Business Letters, Types of Business Letters, Types of Business Letters Business Correspondence, lay out Business Letters, Different Types of drafts for Replies to Requests, Orders, Reply to Orders, Letters of Complaints, Circular Letters, Agency Letters, Foreign Trade Letters and job Application, Various Types of Advertisements, Notices, Agenda and Minutes, Press Releases, Telegrams, Report	20

	Writing Structure of Report	
5	Non – Verbal Communication: Types and its uses and Importance in Business Communication.	20

Suggested Reading

- 1. Murphy & Pack: Effective Business Communication MC Graw Hill Book Co. New York 1976**
- 2. Thomas & Howard : A Text Book in Applied Communication Prentice Hall Inc. New Jersey**
- 3. M.V Rodriguez Business Communication K.K Sinha : Business Communication**
- 4. Rao N & Das R P Communication Skills Himalaya Publishing House Mumbai**
- 5. Meta D & Mehta N K Handbook of Communication Skills Practices, Radha Publication**

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-I Semester	Program Code: 04
Name of Group: AEC	
Name of the Course: Environmental Studies	
Course Code: BBA-104	Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

1. To understand various aspects of life forms, ecological Process and impact on them by the human during Anthropocene
2. To build capabilities to identify relevant environmental issues, analyze the various underlying causes, evaluate the practices and policies, and develop framework to make inform decisions.
3. To develop empathy for all life forms, awareness, and responsibility towards environmental protection and nature preservation.
4. To develop the critical thinking for shaping strategies such as: scientific, social, economic, administrative & legal, environmental protection, conservation of biodiversity, equity and sustainable development.
5. To prepare for the competitive exams.

Syllabus

Units	Content	Marks
1	Environment and Natural Resources: -Multidisciplinary nature, Scope and Importance of Environment - Components of Environment: Atmosphere, Hydrosphere, Lithosphere, and Biosphere. Brief account of Natural Resources and associated problems: Land Resource, Water Resource, Energy Resource -Concept of Sustainability and Sustainable Development Biome, Ecosystem and Biodiversity:	20
2	-Major Biomes: Tropical, Temperate, Forest, Grassland, Desert, Tundra, Wetland, Estuarine and Marine -Ecosystem: Structure function and type their Preservation & Restoration -Biodiversity and its conservation practices	20

3	<p>Environmental pollution, Management and Social Issues:</p> <p>-Pollution: Types, Control measures, Management and associated problems.</p> <p>-Environmental Law and Legislation: Protection and conservation Acts.</p> <p>-International Agreement & Programme.</p> <p>Environmental Movements, communication and public awareness programme.</p> <p>-National and international organizational related to environment conservation and monitoring.</p> <p>-Role of information technology in environment and human health.</p>	20
4	<p>Ecosystem-What is an ecosystem? Structure: food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession, Ecological Interactions.</p>	20
5	<p>Environmental Management: Policies & Practices-Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Green Politics, Earth Hour, Green Option Technologies. Environmental communication and public awareness, Role of National Green Tribunal.</p>	20

Suggested Readings

1. Singh J S, Singh S P and Gupta S. R Ecology Environment science and Conservation “ S chand Publishing New Delhi
2. Divan S and Resencranz, A “ Environment Law and Policy in India “Case Material & Status” Oxford University Press India (2002) 2 Edition
3. Odum E P Fundamental of Ecology “ Philadelphia Saundres (1971)
4. Kaushik, Anubha, Kaushik C P “ Perspectives in environmental studies “ new age international publisher (2018) 6th Edition
5. Asthana D K, Asthana Meera “ A text Book of Environmental Studies” S Chand Publishing New Delhi (2007)
6. Basu, M. and Xavier, S., Fundamentals of Environmental Studies, Cambridge University Press.
7. Mitra, A. K and Chakraborty, R., Introduction to Environmental Studies, Book Syndicate.
8. Enger E. and Smith B., Environmental Science: A Study of Interrelationships, McGraw-Hill Higher Education.
9. Basu, R.N, Environment, University of Calcutta.

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-II Semester	Program Code: 201
Name of Group: Major	
Name of the Course: Principal of Management	
Course Code: BBA-201	Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

1. Students will be able to evaluate the global context for taking managerial actions of various functions of management
2. Students will be able demonstrate the various strategies organizations use for planning and decision making to remain competitive in the market.
3. Students will learn various types of organizational structure and their importance.
4. Students will analyses the various technique organizations use to maintain and enhance the performance of employees.
5. Students will be able to understand various leadership styles organizations use to remain successful.

Syllabus

Units	Content	Marks
1	Concept of Management: Definition Management, Functions and Responsibilities of Management, Levels of Management, Management Thought and Thinkers, Robert Owen, F.W.Taylor, Henry Fayol etc. Neo Classical Theories,	20
2	Planning: Objective, types and level of planning, Strategies and Policies, SWOT analysis, Decision Making-Meaning, Importance	20
3	Organizing: Nature and purpose of organizing, Nature& Scope of Staffing, Manpower Planning Organization structure, organization -Line and Staff authority, Delegation of authority	20
4	Directing: Creativity, Innovation Motivation-Motivation Theories, Leadership, Leadership theories Communication, and Organization Culture- Managing cultural diversity.	20
5	Controlling: Meaning, Process and Control Techniques, Types of control- Maintenance Control, Quality Control, Managing Productivity, Cost Control	20

Suggested Readings

1. **Rovwer J.C. & Daniel : Management & Practice, John Wiley & Sons**
2. **Koontz & Eldritch: Management, International Student Edn. Tokyo 1980.**
3. **R.D Agrawal: Organization & Management Mc Graw Hill, New Delhi.**
4. **Newman & Warran : The Process of Management : Concepts, Behavior and Practice, P.H.I**
5. **Diwan & Agrawal: Management, Principle and Practices, Excel Books.**

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-II	Program Code: 202
Name of Group: Minor	
Name of the Course: Business Statistics	
Course Code: BBA-202	Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

1. Statistical tools will increase students ability to understand how to perform social research
2. Students will be equipped with knowledge about analyzing professional reports and will be able to make decisions.
3. Students will learn about various types of statistical data and its collection methods
4. Students will easily learn several measure of variation such as Range, Quartile deviation and also there coefficient.
5. Students will understand to measure relationship between various variables through Correlation and its coefficient ad also will easily learn the use of regression in decision making.

Syllabus

Units	Content	Marks
1	Meaning and Definition of Statistics, Statistical Investigations Distrust Laws of Statistics, Scope of Statistics, Lamination of Statistics.	20
2	Collection of data, Presentation of data, Frequency Distribution, Primary and Secondary Data.	20
3	Measures of Central Tendencies: Mean, Median, Mode Geometric, Mean, Harmonic Mean.	20
4	Dispersion – Quartile Deviation, Mean Deviation and Skewness	20
5	Correlation Analysis : Karl Pearson's, Spearman's Rank Correlation, Coefficient of Concurrent Deviation	20

Suggested Readings

1. **D.N. Elhance : Fundamental of Statistics, Kitab Mahal Allahabad**
2. **S.P. Gupta : Business Statistics, Sultan Chand and Sons, New Delhi**
3. **R.S. Bhardwaj : Business Statistics, Excel Books**
4. **Fundamental of statistics S. C Gupta Himalaya Publishing House**
5. **Statistical Analysis , Dr. S M Shukla and Sahai, Sahitya Bhawan Publications, Agra**

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-II	Program Code: 203
Name of Group: Generic Elective	
Name of the Course: Business Law	
Course Code: BBA-203	Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

1. Demonstrate an understanding of the Legal Environment of Business.
2. Apply basic legal knowledge to business transactions.
3. Communicate effectively using standard business and legal terminology.
4. Examine how businesses can be held liable in tort for the actions of their employees.

Syllabus

Units	Content	Marks
1	Contract Act, Essentials of Valid Contract, Capacity to Contract, Minors Contract, Free – Consent Performance of the Contract	20
2	Unlawful & Void Agreements, Discharge of Contract, Remedies for breach of Contract.	20
3	Bailment, Pledge & Agency, Law of Sale of Good Act. Conditions & Warranties.	20
4	GST- Meaning, Importance, advantage and disadvantage. Impact of GST on Indian economy. Unit – V	20
5	Rights of Unpaid Seller & Suits for Breach of Sale of Goods Contract. Books Recommended	20

Suggested Readings

1. Avtar Singh. Company Law, 11th ed. Lucknow, Eastern, 1996.
2. Khergamwala, J. S. The Negotiable Instrument Acts, Bombay, N.M. Tripathi, 1980.
3. Remaiya, A. Guide to the Companies Act. Nagpur, Wadhwa, 1992.
4. Shah, S.M. Lectures on Company Law, Bombay, N.M. Trhpathi 1990.
5. Tuteja, S.K. Business Law for Managers. New Delhi Sutan Chand, 1998.
6. S.K.Mishra Labour & Industrial Law of India; Allahbad Law Agency 2007

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-II	Program Code: 204
Name of Group: AEC	
Name of the Course: English Language	
Course Code: BBA-204	Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

1. Prepare for various competitive exams by developing their English language competence
2. Promote their comprehension skill by being exposed to a variety of tests and their interpretations
3. Build and enhance their vocabulary
4. Develop their communication skills by strengthening grammar and usages
5. Include value which make them aware of national heritage and environmental issues making them responsible citizen

Syllabus

Units	Content	Marks
1	<p>Language Content (a) Structural Items : - Simple, Compound and Complex Sentences. - Co-ordinate Clauses (With, But, or Neither- Nor , Otherwise, Else) - Sub-Ordinate clauses-noun clauses-as subjects, objects and Complement . - Relative Clauses (Restrictive and non-Restrictive clauses) - Adverb clauses (open and hypothetical, conditional: With Because, though, Where, So that as long as, as soon) - Comparative clauses (as + adjective/adverb + as no sooner ----- -that)</p> <p>(b) Tense: - Simple Present Progressive and present Perfect - Simple Past, Progressive and Past Perfect - Indication of futurity (c)- The Passive (Simple Present and Past, Present and Perfect and to Infinitive Structure) (d)- Reported speech - Declarative Sentences - Imperatives - Interrogative wh Question, Yes/No Questions. - Exclamatory sentences.</p> <p>(e)- Module (Will, shall, would, ought, to have to/have to/ have got to/ can could, may-might and need)</p> <p>(f) – Verb Structures (Infinitive and gerundial)</p> <p>(g) – Linking devices</p>	25

	<p>Note function:- The above Language Items will be Introduced to Express the Following Communicative Functions :</p> <p>(a) - Seeking and imparting information. (b) – Expressing attitudes – Intellectual and emotional. (c) – Persuasion and Discussion etc</p>	
2	<p style="text-align: center;">Reading Comprehension</p> <p>Adequate Practice Should be Provided in Reading With Understanding Through Materials Prescribed in the Text Book. Attempt should also Make to Expand the Learner’s Vocabulary</p>	25
3	<p>Graded Practice Should be Provided in the basic Skills of Composition the Following Forms of Composition Should also made to expand the Learner’s Vocabulary. (I) Paragraph Writing (150 words) (II) Letter Writing (both formal and informal)</p>	25
4	<p>Contextualized Vocabulary Teaching and Oral Work Should be Used to Strengthen the Learns Acquirement to the Sound Distinctions, Stress and Intonation in English</p>	25

Suggested Readings

- 1. Essential English grammar-Raymond Murphy, Cambridge University Press**
- 2. Practical English Grammar Exercise 1- A.J Thomson& A V Martinet Oxford India**
- 3. Practical English Usage-Michael Swam, Oxford**
- 4. English Grammar in Use-Reymond Murphy, Chabridge University Press**