

KADI SARVA VISHWAVIDYALAYA GANDHINAGAR

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



**BACHELOR OF BUSINESS
ADMINISTRATION (BBA)**

CBCS Pattern Sem- II

**Syllabus, Teaching & Examination Scheme,
and Result Rule**

BBA Semester-II
Environmental Studies (BBA 201)

Rationale:

Environmental study is a multidisciplinary academic field which systematically studies human interaction with the environment in the interests of solving complex problems. Environmental studies bring together the principles of sciences, commerce/economics and social sciences so as to solve contemporary environmental problems.

Learning Outcome:

At the end of the subject the students shall have learnt the following:

- Basic knowledge about the environment and its allied problems.
- Methods of environment protection and environment improvement.
- Skills to help the concerned individuals in identifying and solving environmental problems.

Subject Code	Subject Title	Teaching Scheme	Exam Scheme				
		Theory + Practical	External Theory		Internal	Credit	Total Marks
			Hrs.	Max. Marks	Max. Marks		
BBA 201	Environmental Studies	4 + 0 = 4	3	70	30	4	100

Chapter	Details	Hrs	Wtge	Marks
1	Global environmental issues Definition, scope and basic principles of ecology and environment, Energy and its resources, Green house effect, Ozone layer, Depletion of Ozone layer and its effects, Acid rain, Kyoto Protocol, Montreal Protocol.	12	25%	18
2	Ecosystem Introduction and definition of ecosystem, Components of ecosystem, Tropic levels, food chains and food web, Ecological pyramids, Ecosystem functions, Energy flow in ecological system, Energy efficiency.	10	20%	14

3	Pollution Air, Water, Soil, Marine, Thermal, Vehicular, Noise- Causes and effects, Deforestation and its causes, Ecomark scheme.	06	15%	10
4	Bio-Diversity and its conservation Introduction and definition of bio-diversity, Present status of the earth's bio-diversity, Classification of bio-diversity, Benefits of Bio-diversity, Bio-diversity and ecosystem, Future of Bio-diversity.	12	20%	14
5	Environment and Human health Women and child welfare, Infectious diseases- HIV/AIDS, TB, Malaria, Water Infectious diseases, Risk due to use of chemicals in food, Role of information technology in human health.	10	20%	14
	Total	50	100%	70

References:

1. Environmental Studies, By N. K. Uberoi, Second Edition, Excel Books Publication.
2. Environmental Studies, By Erach Bharucha for University Grant Commission.
3. Environmental Management, By N. K. Uberoi, Second Edition, Excel Books Publication.
4. Science and Technology, By Ashok Kumar Singh, Macgrows Hill Publication.

BBA Semester–II
Principles of Management – II (BBA 202)

Rationale:

In this part of the subject, Knowledge of management fundamentals is extended and justified as a fact that role of management professional becomes more challenging and result oriented when it comes to implementation as per standards and ethics set.

Learning Outcome:

- The learners shall be able to understand the effective execution of management processes.
- The learners shall be able to identify and groom management qualities in him/her.
- The learners shall be able to relate and analyze real life management practices.

Subject Code	Subject Title	Teaching Scheme	Exam Scheme				
		Theory + Practical	External Theory		Internal	Credit	Total Marks
			Hrs.	Max. Marks	Max. Marks		
BBA 202	Principles of Management – II	4 + 0 = 4	3	70	30	4	100

Chapter	Topic	Hrs	Wtge	Marks
1	Decision Making Meaning, Features, Importance and Process of Decision Making. Meaning, Process and Techniques of Forecasting (Consumer Survey Method, Sales Force Opinion Method, Delphi Method, Trend Projection Method)	6	10%	07
2	Organizing Meaning, Process and Principles of Organizing. Concept of Authority, Responsibility and Accountability. Delegation of Authority. Centralization and Decentralization. Organizational Chart. Meaning and Determinants of Span of Control.	10	20%	14
3	Organizational Structure and Staffing Meaning of Organizational Structure. Types of Organizational Structure: Line Organization,	10	20%	14

	Functional Organizational, Line and Staff Organization. Departmentalization – Meaning and Basis/ Methods. Matrix Structure- Meaning, Advantages and Disadvantages. Meaning of Staffing and Need for Staffing.			
4	Directing Meaning, Features and Principles of Directing. Supervision: Meaning, Role and Importance. Motivation: Meaning, Features and Importance. Leadership: Meaning, Features, Styles of Leadership (Autocratic, Consultative and Free-Rein) And Qualities of A Good Leader. Communication: Meaning. Types/ Forms of Organizational Communication: Formal and Informal.	14	30%	21
5	Controlling Meaning, Characteristics of Control, Types of Control, Process/Steps of Control, Essentials of An Effective Control System and Techniques of Controlling: Budgetary and Non- Budgetary Control Methods	10	20%	14
	Total	50	100%	70

References:

1. Principles Of Management - Reddy and Tripathi, Tata McGrawhill Publications
2. Management, James A F Stoner and Others, Pearson Education
3. Management Text and Cases, R. Satya Raju & A. Parthasarathy, Eastern Economy Edition
4. Management, Robert Kreitner & Mamata Mohapatra, Himal Impressions
5. Principles of Management (GTU), Sachin Kulkarni, Tech-max Publication

BBA Semester–II
Economics – II (BBA 203)

Rationale:

In this subject 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.

Learning Outcome:

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

- The various macroeconomic concepts and principles used and applied in the daily life.
- Scope of application of the various concepts and principles taught.
- Utility of application of the concepts and the principles.
- Utility of application of the concepts and principles for the industry.

Subject Code	Subject Title	Teaching Scheme	Exam Scheme				
		Theory +Practical	External Theory		Internal	Credit	Total Marks
			Hrs.	Max. Marks	Max. Marks		
BBA 203	Economics-II	4 + 0 = 4	3	70	30	4	100

Chapter	Topic	Hrs	Wtge	Marks
Macro Economics	Meaning – Uses – Limitations – Distinguishing Macroeconomics from Microeconomics	6	20%	14
Circular Flow of Income	Circular Flow of Income in a two-sector economy Circular Flow of income in a three-sector economy Circular Flow of Income in a four-sector economy	6		
National Income	Meaning – Concepts of GDP, GNP, NDP and NNP – Approaches to Measure National Income (Income Method, Expenditure Method and Value Added Method) – Concepts of Private Income, Personal Income, Personal Disposable Income, Per Capita Income – Related Concepts (Intermediate product & Final Product, Transfer Payments, Current Price vrs. Constant Price – Problems in Measuring National Income: Conceptual and Practical Problems	10	20%	14

Consumption Function and Saving Function	Meaning of Consumption Function/Propensity to Consume – Characteristics – Determinants - Marginal Propensity to Consume (MPC) – Average Propensity to Consume (APC); Saving Function/Propensity to Save – Marginal Propensity to Save (MPS) – Average Propensity to Save (APS) - MPC and MPS Relationship	10	20%	14
Business Cycle	Meaning – Features – Phases – Causes – Measures to Control	8	20%	14
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)	10	20%	14
	Total	50	100%	70

References:

1. Principles of Economics, B M Mule and Ramakanta Prusty, Mahajan Publications
2. Principles of Economics, D N Diwedi,
3. Elementary Economic Theory, K K Diwett and J D Varma, S. Chand Publications
4. Principles of Economics, V. Loknathan, S. Chand & Company

BBA Semester-II

Financial Accounting-II (BBA 204)

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.

Learning Outcome:

At the end of the subject students shall have learnt the following:

- Non Trading Concerns
- Recording of accounting for special transaction
- Preparation of Company's Final account
- Analyzing business transaction in the perspective of day to day decisions in business

Subject Code	Subject Title	Teaching Scheme	Exam Scheme				
		Theory + Practical	External Theory		Internal	Credit	Total Marks
			Hrs.	Max. Marks	Max. Marks		
BBA 204	Financial Accounting-II	4+ 0= 4	3	70	30	4	100

Chapter	Topics	Hrs.	Wtge	Marks
Non-Trading Concern	Definition, Difference between Trading and Non-Trading Concern, Features of Income and Expenditure account and Receipts and payments account, Difference between Income and Expenditure account and Receipt and Payment Account, preparation of Income and Expenditure account and Balance Sheet from Receipt and payment account (Examples should be based on Clubs and educational institutions)	14	30%	21
Consignment Account :	Consignment Account : Fundamental understanding and basic examples	10	20%	14

Company's Final Account	Company final Account- Preparation of Balance Sheet and Profit & Loss A/c (As per Schedule VI) (Practical problems will be based on Horizontal Form only)	12	20%	14
Ratio Analysis:	1. Meaning, utility and limitations 2. Calculation of following ratios: A. Liquidity Ratio: Current Ratio, Liquidity Ratio, Acid-test Ratio B. Solvency Ratio: Debt-Equity Ratio, Capital-Gearing Ratio, C. Profitability Ratio: Operating Profit, Gross Profit, Net Profit, Return on Capital Employed, Return on Shareholder's Fund. D. Efficiency Ratio: Stock Turnover Ratio, Debtors Ratio, Creditors Ratio, (Introductory level sums are expected)	14	30%	21
	Total	50	100%	70

References:

1. Tulsian P.C., "Financial Accounting", Pearson Education, New Delhi.
2. Gupta R.L. and V. K. Gupta., "Financial Accounting", Sultan Chand & Sons, New Delhi.

BBA Semester–II

Mercantile Law (BBA 205)

Rationale:

As we all know Laws provide boundaries so that people realize where and when they are committing an offence. The familiarity of basic rules and regulations of mercantile law is very important for the management students because, it allows students to protect themselves against tyranny, and it also allows them to make sure that they are acting lawfully, when they do business with others, and they need to make use of contracts and agreements. Moreover, many disputes and lawsuits can be easily avoided when people take the time to become familiar with laws prior to making a business deal.

Learning Outcome:

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

- To understand basic concepts of laws applied in business.
- To Study the application of Mercantile Law in Management education.
- Precaution to be taken before starting any business with other or making a contracts or agreement.
- For making the students sure that they are acting lawfully at all times.

Subject Code	Subject Title	Teaching Scheme	Exam Scheme				
		Theory + Practical	External Theory		Internal	Credit	Total Marks
			Hrs.	Max. Marks	Max. Marks		
BBA 205	Mercantile Law	4+0=4	3	70	30	4	100

Unit	Chapter	Topics	Hrs	Wtge	Marks
1		Indian Contract Act, 1872	30	50%	35
	1.1	Nature of Contract <ul style="list-style-type: none"> • Object of Law of Contract • Introduction of Indian Contract Act, 1872 • Definition of Contract • Essential elements of a valid contract • Classification of Contracts according to Validity, Formation and Performance 	3		
	1.2	Offer and Acceptance <ul style="list-style-type: none"> • Offer: Definition, Legal Rules and Types 	3		

		<ul style="list-style-type: none"> • Acceptance Definition and Legal Rules • Communication of Offer, Acceptance and Revocation • When an offer does come to an end? 			
	1.3	<p>Consideration</p> <ul style="list-style-type: none"> • Definition and Legal Rules, Stranger to Contract and Contract Without Consideration is void – Exceptions 	3		
	1.4	<p>Capacity to Contract</p> <ul style="list-style-type: none"> • Minors: Meaning, Minor's agreements and Minor's liability for necessities • Contract of Persons of Unsound Mind: Lunatics, Idiots and Drunken or intoxicated persons • Other Persons: Alien enemies, Foreign Sovereigns, Corporations Insolvents and Convicts 	2		
	1.5	<p>Free Consent</p> <ul style="list-style-type: none"> • Meaning of Consent and Free Consent • Coercion, Undue Influence, Misrepresentation, Mistake and Fraud: Meaning and its legal effect 	3		
	1.6	<p>Legality of Object</p> <ul style="list-style-type: none"> • When Consideration or object is unlawful? • Unlawful and Illegal Agreements • Agreements Opposed to Public Policy 	2		
	1.7	<p>Void Agreements</p> <ul style="list-style-type: none"> • Void Agreements, Wagering agreement or wager, Void Contracts and concept of Restitution 	2		
	1.8	<p>Contingent Contracts</p> <ul style="list-style-type: none"> • Meaning of Contingent Contracts • Rules regarding Contingent Contracts 	1		
	1.9	<p>Performance of Contract</p> <ul style="list-style-type: none"> • Offer to Perform • Contracts which need not be performed • By whom must contracts be performed • Devolution of Joint liabilities and Rights 	3		

		<ul style="list-style-type: none"> • Who can demand performance? • Time and Place of Performance • Reciprocal Promises • Time as the Essence of the Contract • Appropriation of Payments • Assignment of Contracts 			
	1.10	Discharge of Contract <ul style="list-style-type: none"> • Meaning of Discharge of Contract • Discharge by Performance, Agreement or Consent, Impossibility of Performance, Lapse of time and Discharge by Operation of Law 	3		
	1.11	Remedies For Breach of Contract <ul style="list-style-type: none"> • Rescission of the Contract • Suit for Damages, Suit upon Quantum Meruit, Suit for Specific Performance of the Contract, Suit for Injunction and Rectification or Cancellation 	3		
	1.12	Quasi Contract <ul style="list-style-type: none"> • Meaning and kinds 	2		
2	2.1	Contract of Bailment <ul style="list-style-type: none"> • Meaning, Requisites, Classification and Termination • Rights and Duties of Bailor and Bailee • Law relating to Lien • Right of Bailor and Bailee against wrong doer • Finder of Goods: Rights and Obligations 	4	10%	07
3	3.1	Contract of Pledge <ul style="list-style-type: none"> • Meaning of Pledge • Rights and Duties of Pawnor and Pawnee • Pledge by Non-owners 	4	10%	07
4	4.1	Consumer Protection Act, 1986 <ul style="list-style-type: none"> • Object and Scope of the Act • Definition of Consumer • Definition of Certain Terms and Concepts like: Complaint, Complainant Consumer, Consumer Dispute, Defect, 	12	30%	21

		<p>Deficiency in Goods and Services, Restrictive Trade Practice and Unfair Trade Practice</p> <ul style="list-style-type: none"> • Rights of Consumers • Nature and Scope of Remedies available to Consumers • District Forum: Powers of District Forum, Reliefs available to Consumers. • State Commission: Powers of State Commission, Reliefs available to Consumers, and Appeal to State Commission. • National Commission: Powers and Procedure applicable to the National Commission and Appeal to National Commission. • Appeal to the Supreme Court against the Orders of National Commission. 			
		Total	50	100%	70

Reference:

1. Mercantile Law - N. D. Kapoor, S. Chand & Sons.
2. Mercantile Law – S.S. Gulshan, Excel Books
3. Mercantile Law - Chawla, Garg, and Sareen : 7th Ed. Kalyani
4. Mercantile Law (Commercial Law) – P.P.S. Gogna, S. Chand & Sons
5. General and Commercial Law – Taxmann’s, Taxmann Allied Services Pvt. Ltd.
6. Business Law – D. Chandra Bose, PHI Learning Pvt. Ltd.
7. Business Law – P.C. Tulsian, Tata McGraw Hill
8. Business Law for Management – K.R. Bulchandani, Himalaya Publishing House
9. Company Law and Practices - Taxmann’s, Taxmann Allied Services Pvt. Ltd.

BBA Semester–II
Communication Skills – I (BBA 206)

Rationale

Language is the most commonly used and effective medium of self- expressions in all spheres of human life. A student must have a fair knowledge of English language and be able to pursue the present course of study and handle the future job in industry.

Learning Outcome

After the subject has been taught the students shall have learnt the following:

- Concepts of English language, communication strategies, verbal and non-verbal communication, and four-fold skills based on English language
- Writing skills in English
- Communicative techniques

Subject Code	Subject Title	Teaching Scheme	Exam Scheme				
		Theory + Practical	External Theory		Internal	Credit	Total Marks
			Hrs.	Max. Marks	Max. Marks		
BBA 206	Communication Skills – I	4+0=4	3	70	30	4	100

Chapter	Topic	Hrs	Wtge	Marks
1	1. Introduction to Communication	17	33%	24
	1.1. Definition of Communication			
	1.2. Process of Communication			
	1.3. Aims or Objectives of Communication			
	1. Knowledge 2. Information			
	3. Counseling 4. Request			
	5. Warning 6. Advice			
	7. Raising morale 8. Persuasion			
	9. Appeal 10. Report			
	11. Motivation 12. Order			
	13. Suggestion 14. Complaint			
	15. Instruction			
	1.4. The Seven C's of the Effective Communication			
	1. Completeness 2. Conciseness			
	3. Consideration 4. Concreteness			

	<p>5. Clarity 6. Courtesy</p> <p>7. Correctness</p> <p>2. Forms of Communication</p> <p>2. Forms of Communication:</p> <p>2.1. Verbal communication</p> <p> 1. Oral Communication</p> <p> 2. Written Communication</p> <p> 3. Communication through listening and reading</p> <p> 4. Advantages and limitations of verbal Communication</p> <p>2.2. Non verbal Communication</p> <p> 1. Importance of non verbal Communication</p> <p> 2. Types of non verbal Communication</p> <p> 1. Body language</p> <p> 2. Para language</p> <p> 3. Time and space language</p> <p> 4. Sign language</p> <p> 3. Advantages and Limitations of non verbal Communication</p>			
<p>2</p>	<p>Letter writing Techniques</p> <p>Letter writing techniques</p> <p>1. Understanding the basics of letter writing</p> <p>1.1. Physical appearance</p> <p>1.1.1. Paper</p> <p> 1.1.1.1. Quality</p> <p> 1.1.1.2. Color</p> <p> 1.1.1.3. Size</p> <p> 1.1.1.4. Continuation sheet</p> <p>1.1.2. Typing</p> <p> 1.1.2.1. On conventional type writer</p> <p> 1.1.2.2. On computers</p> <p> 1.1.2.3. Advantages of typing on computer</p> <p>1.1.3. Margin</p> <p>1.1.4. Folding</p> <p>1.1.5. Envelop</p> <p> 1.1.5.1. Sizes</p> <p> 1.1.5.2. Window envelop</p> <p>1.1.6. Superscription</p> <p>2. Structure of letter and essential parts of letter</p>	<p>08</p>	<p>17%</p>	<p>12</p>

	<ol style="list-style-type: none"> 1. Heading 2. Date 3. Reference number 4. Confidential and personal notes 5. Inside address 6. Attention line 7. Salutation 8. Subject 9. Body of the letter 10. Complimentary close 11. Signature 12. Post script 13. Enclosures 14. Identification initial 15. Carbon notation <ol style="list-style-type: none"> 3. Style or format of the letter <ol style="list-style-type: none"> 1. The full block form 2. The semi block form 3. The modified block form 4. Principles of effective letter writing 			
3	<p>Types of Letters</p> <ol style="list-style-type: none"> 1. Inquiry letters <ol style="list-style-type: none"> 1.1.1. Solicited inquiry 1.1.2. Unsolicited inquiry 1.1.3. Routine inquiry 1.1.4. Inquiry for a special purpose or favor 2. Reply to inquiry letter <ol style="list-style-type: none"> 2.1. Circumstantial reply 3. Order letter <ol style="list-style-type: none"> 3.1. Order letter by the buyer 3.2. Acknowledgement of orders 4. Reply to order letter <ol style="list-style-type: none"> 4.1. Execution of orders 4.2. Cancellation of orders 5. Letters of Goodwill 	17	33%	24
4	<p>Commonly Confused Words & One word Phrases</p> <p>A List of commonly confused and misused words has been provided with the syllabus.</p>	08	17%	10
	Total	50	100%	70

References:

1. Sehgal, M.K., Vandana Khetarpal, *Nature and scope of Business Communication*, Excel Books: Delhi, 2003. Print.
2. Rai, Urmila , S.M.Rai, *Business Communication*, Himalaya Publishing House: Delhi, 2002. Print.
3. Rao, Babu, *Communication Today*, Himalaya Publishing House: Delhi, 2003. Print.
4. Kaul, Asha, *Effective Business Communication*, Prentice Hall of India: Delhi, 2005. Print.

Note: References are cited according to MLA-7th Edition.

COMMONLY CONFUSED WORDS

1. accept /except	25. fair /fare
2. advice (noun) /advise (verb)	26. formally /formerly
3. adverse /averse	27. hear /here
4. affect (verb);/effect (noun);	28. heard /herd
5. aisle /isle	29. hoard /horde
6. allude /elude	30. knew /new
7. allusion /illusion false idea	31. later /latter
8. already /all ready	32. lead /led
9. altar /alter	33. lessen /lesson
10. angel /angle	34. loose /lose
11. accent /ascent assent	35. meat /meet
12. beside /besides	36. moral /morale
13. boar /bore	37. patience /patients
14. board /bored	38. peace /piece
15. born /borne	39. peak /peek
16. buy /by	40. personal /personnel
17. capital /capitol	41. plain /plane
18. choose /chose	42. principal (adj.); (noun) /principle
19. coarse /course	43. quiet /quite
20. complement /compliment	44. rain /reign
21. corps /corpse dead body	45. scene /seen
22. dairy /diary	46. sight /site
23. dew /due	47. through /thorough
24. die /dye	48. waist /waste
	49. weak /week

ONE WORD PHRASES**

1. Altruist	26. Inflammable
2. Agenda	27. Inaccessible
3. Arbitrator	28. Invigilator
4. Amphibian	29. Kennel
5. Astronomer	30. Linguist
6. Bibliophile	31. Optimist
7. Blasphemy	32. Opaque
8. Bibliophile	33. Philanthropist
9. Biennial	34. Plagiarism
10. Cosmopolitan	35. Panacea
11. Cynosure	36. Pediatrician
12. Choreographer	37. Portable
13. Calligraphist	38. Polyglot
14. Epitaph	39. Quarantine
15. Emigrant	40. Sculptor
16. Edible	41. Stable
17. Epicure	42. Somnambulist
18. Egotism	43. Souvenir
19. Epicure	44. Sanatorium
20. Fatal	45. Transparent
21. Fauna	46. Utopia
22. Fragile	47. Verbatim
23. Granary	48. Volunteer
24. Horticulture	49. Wardrobe
25. Horizon	50. Warrant