

Placed before BOJ Management on date 24.07.2021

Pandit Sundarlal Sharma (Open) University Chhattisgarh

Bachelor of Business Administration (BBA I + II + III)

Programme Structure

BBA PART I

PAPER No.	COURSE	BBA	Credit
I (Foundation Course)	• हिंदीभाषा - भाग - एक	Part I	4
II (Foundation Course)	• English Language - Part - 1	Part I	4
• पर्यावरणअध्यन (आनिवार्य विषय में कोई क्रेडिट नहीं है)			
PAPER 1	Principles of Management	Part I	4
PAPER 2	Introduction to Accountancy	Part I	4
PAPER 3	Managerial Economics	Part I	4
PAPER 4	Business Environment	Part I	4
PAPER 5	Business Stastatics	Part I	4
PAPER 6	Business Communication	Part I	4

BBA PART II

PAPER No.	COURSE	BBA	Credit
III (Foundation Course)	• हिंदीभाषा - भाग - दो	Part II	4
IV (Foundation Course)	• English Language- Part - 2	Part II	4
PAPER 7	Marketing Management	Part II	4
PAPER 8	Human Resource Management	Part II	4
PAPER 9	Production and Operation Management	Part II	4
PAPER 10	Banking and Insurance Practices	Part II	4
PAPER 11	Business Oriented Computer Application	Part II	4
PAPER 12	Entrepreneurship Development	Part II	4

BBA PART III

PAPER No.	COURSE	BBA	Credit
V (Foundation Course)	• हिंदीभाषा - भाग - तीन	Part III	4
VI (Foundation Course)	• English Language - Part - 3	Part III	4
PAPER 13	Financial Management	Part III	4
PAPER 14	Organisational Behaviour	Part III	4
PAPER 15	Business Law	Part III	4
PAPER 16	International Business	Part III	4
PAPER 17	Project Report	Part III	8

Note: 01 credit equals to 30 hours of self-learning.

Approved
BMSL
24/07/2021

24.7.21

S. P. Rao
24/7/2021

24-07-2021

PRINCIPLES OF MANAGEMENT PAPER – I

SECTION I

Management: Definition, Characteristics, Objectives; Administration Vs Management, Management as Science or an Art, Classical School, Scientific Management, Bureaucratic Management, Administrative Management, Social System Approach, Human Relation Approach, Hawthorne Experiment, Contingency Approach; Managers and Management; Responsibilities Styles: Types of Managers, Managerial Skills, Qualities of a Manager, Managerial Roles, Responsibilities of a Manager, Management Functions.

SECTION II

Organisation: Meaning and Nature; Organisation as Systems, Importance and Principles of Organisation, Formal and Informal Organisation, Organisational Structure and Organisational Charts; Span of Control; Centralisation Vs Decentralisation; Change Management; Perception, Attitude and Values, Personality Theories.

SECTION III

Conflict: Meaning, Dysfunctional and Constructive Nature of Conflict, Levels of Conflicts, Managing the Conflicts; Concept of Social Responsibility; Decision Making, Managerial Decision Making, Decision Making Process; Leadership: Importance, Traits, Style, Approaches; Transformational Leadership.

SECTION IV

Delegation: Meaning, Importance, Process, Principles, Barriers; Motivation and its Theories; Work Groups: Characteristics, Formation and Types of Groups; Formal and Informal Groups; Group Dynamics; Group Cohesiveness; Team: Characteristics, Types, Team Effectiveness; Training and Development.

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22/6/19

22/06/2019

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INTRODUCTION TO ACCOUNTANCY PAPER - II

SECTION I

Introduction to Accounting: Need, Meaning, Features, Objectives, Limitations, Classification; Accounting: Principles, Concepts, Convention, Standard and Equation; Mechanics and Classification of Accounts; Journal and Ledger; Rules for Posting Transaction; Balancing Account.

SECTION II

Special Purpose Subsidiary Books or Special Journals; Sales Book, Purchase Book, Purchase Return Book, Sales Return Book, Bills Payable Book, Bills Receivable Book; Trial Balance: Characteristics, Functions, Preparation, Limitation, Errors; Depreciation: Definition, Characteristics, Causes and Methods of Calculation of Depreciation.

SECTION III

Provision: Meaning, Characteristics and Importance; Reserves: Meaning and Types; Accounting for Reserves and Provision; Final Accounts: Preparation of Trading Account, Profit and Loss Account, Manufacturing Account; Balance Sheet; Accounts of Non-Trading Institution.

SECTION IV

Share: Meaning, Nature and Types; Issue of Shares, Share Capital, Equity and Preference Share; Accounting Treatment; Issue of Debenture; Difference between Shares and Debentures.

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MANAGERIAL ECONOMICS PAPER - III

SECTION I

Managerial Economics: Nature, Scope, Uses, Importance, Techniques; Demand Function: Types, Factors affecting Demand, Law of Demand, Exceptions, Determinants and Elasticity of Demand; Demand Forecasting: Objectives, Importance, Components, Characteristics, Steps; Sales Forecasting.

SECTION II

Concept of Utility, Marginal Utility, Equi-marginal Utility, Diminishing Marginal Utility; Consumer Surplus; Indifference Curve Analysis; Supply Analysis, Law and Elasticity of Supply.

SECTION III

Market: Meaning, Characteristics; Market Structure, Perfect Competition, Pure Competition, Monopoly, Oligopoly, Duopoly; Cost: Concept, Types (Average Cost, Fixed Cost and Marginal Cost); Concept of Revenue.

SECTION IV

National Income: Meaning and Concepts, Measurement; Indian Economy: Determinants, Significance and Obstacles of Economic Development; Various Sectors of Indian Economy, Unemployment, Inflation, Budget, Fiscal Deficit; Business Cycle: Classification, Theories, Causes, Control.

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BUSINESS ENVIRONMENT PAPER - IV

SECTION I

Meaning of Business; Business Environment: Meaning, Nature, Scope, Types; Economic Development: Determinants, Significance, Obstacles; India as a Developing Economy; Contribution of Various Sectors to Indian Economy.

SECTION II

Monetary Policy: Meaning, Objectives, Scope, Instruments; Fiscal Policy: Meaning, Objectives, Characteristics, Elements, Advantages, Limitations, Reforms; Industrial Policy: Meaning, Objectives, Measures, Need; Recent Development of Indian Economy: Liberalisation, Privatisation, Globalisation; Trade Policy: Introduction, Objectives, Types, Features; Disinvestment: Meaning, Objectives, Process, Methods, Problems; International Business Modes.

BLOCK III TECHNOLOGY AND GLOBAL ENVIRONMENT

Technological Environment, Technology Transfer, Impact of Technology on Business, Global Environment; World Trade and Economic Growth, GATT, WTO, Environmental Scanning; SWOT and ETOP Study.

SECTION IV

International Monetary Fund (IMF), UNCTAD, World Bank, FDI in India; International Trade: Meaning, Reason, Political Environment, Political and Residual Risks, EXIM Policy.

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BUSINESS STATISTICS PAPER - V

SECTION I

Statistics: Definition, Kinds, Characteristics, Functions, Uses, Importance, Limitation; Data: Meaning, Classification, Data Presentation; Business Research Methods: Meaning, Objectives, Characteristics, Importance.

SECTION II

Sampling: Theory, Bases, Principles, Process, Methods/Techniques, Probability and Non-Probability Sampling; Scaling Techniques, Method of Data Collection; Questionnaire: Advantages and Disadvantages, Design, Types; Variables: Meaning, Types, Classification; Hypothesis: Meaning, Importance, Sources.

SECTION III

Parametric Test: Independent Sample t Test, Dependent t Test; Non-Parametric Test: Chi Square Test, Kruskal Wallis H Test, Wilcoxon Signed Rank Test, Mann Whitney U Test; Frequency Distribution, Measures of Central Tendency, Measures of Dispersion, Range and Coefficient of Range, Standard Deviation, Variance, Skewness, Kurtosis.

SECTION IV

Regression, Correlation, Index Numbers: Types, Uses, Limitations; Time Series: Introduction, Components, Models; Probability, Bayes Theorem.

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BUSINESS COMMUNICATION PAPER - VI

SECTION I

Communication: Meaning, Purpose, Principles, Scope, Limitations, Evaluation, Role, Importance; Forms of Organisational Communication, Communication Networks; Communication Process: Meaning, Elements, Importance, Types; Effective Writing for Communication: Purpose, Principles; Personal Vs Impersonal Communication.

SECTION II

Writing for Business, Business Letter Writing: Letter of Interest, Apology Letter, Letter of Appeal, Invitation Letter, Resignation Letter, Recommendation Letter, Job Interview Letter, Farewell Letter; Writing Reports; Resume and Curriculum Vitae, Writing e-mails, Group Discussion: Types, Preparation.

SECTION III

Interview: Process, Types and Skills; Presentation Skills; Meetings: Types of Meeting; Running Corporate Meetings: Basic Rules, Priorities, Outcomes, Sequence, Timing, Attendees, Date, Time, Venue, Planner Checklist, Agenda, Minutes, Structure and Template.

SECTION IV

Telephone Etiquettes; Strategies for developing Speaking Skills, Listening Skills, Active Listening; Barriers to Communication, Overcoming Communication Barriers, Communication Challenges in Workplace.

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