

Veer Narmad South Gujarat University

F.Y.B.B.A. Semester-II

Effective from November 2011

Communication skills-II

Objectives:

1. To familiarize students with basic knowledge of English language and its use in daily life and at work place.
2. Unit 1 will help in developing the basic grammar and its working in written texts. It will develop skills for comprehending simple texts and prepares them to handle difficult prose writings later on.
3. Unit 2 will focus on different situations where English is used. It will help the students to develop basic vocabulary and sentence structure to speak in English.
4. Unit 3 is designed to equip students to write different kinds of formal letters with simple vocabulary.

Unit	Topic	Wheightage
1	<p>Conversational English</p> <p>Situations in daily life:</p> <ol style="list-style-type: none"> 1. conversation with a shopkeeper 2. conversation in a saloon 3. conversation in a family 4. conversation among friends 5. giving an opinion or compliment 6. asking for directions from a stranger 7. conversations at a party 8. discussion with a travel agent 9. conversation in a canteen 10. asking permission for a leave 11. making inquiry at the railway station 12. checking-in and checking-out of a hotel 13. talking about the weather 14. talking about the Time <p><u>Reference Books:</u></p> <ol style="list-style-type: none"> 1. Adrian Doff and Christopher Jones. <i>Language in Use</i>. New Delhi: Cambridge University Press, 2006. 2. James T. Peechatt. <i>Essential English Grammar and Composition</i>. New Delhi: Holyfaith, 2003. 3. Michael McCarthy & Felicity. <i>English Vocabulary in Use: Upper-Intermediate level</i>. Cambridge University Press. 	40%
2	<p>Letter Writing: Programming for different kind of formal letter writing.</p> <ol style="list-style-type: none"> 1. Application Letters for seeking leave in schools, college, offices 	20%

4	2. Request Letters 3. Good will Letters 4. Sales Letter 5. Inquiry Letter 6. Quotation Letter	20%
	7. Order Letter 8. Execution Letter 9. Complaint & Grievances Letter 10. Adjustment Letter 11. Drafting Notices, Circulars 12. Memos	20%
	Theoretical Objective Questions from Letter Writing	

Reference Books:

1. Rajendra Pal and J.S. Korlahalli. *Essentials of Business Communication*. New Delhi: Sultan Chand & Sons, 2004.
2. Asha Kaul. *Effective Business Communication*. New Delhi: Prentice-Hall of India, 2001.

Communication and Soft Skills–II**Objectives:**

1. To introduce students to higher level of comprehension, develop oral and written communication skills, bring awareness about personality development, time management and how to work in groups to achieve a desired goal.
2. The course is designed to prepare students to use language and skills in real life and work situations.
3. To prepare students to give presentations in effective manner and develop their soft skills.

Unit	Topic	Wheightage
1	<p>Written Communication:</p> <ul style="list-style-type: none"> • Job Application Letter • Biodata/CV/Resume • Interview Letter • Job-offer Letter • Resignation Letter <p>Reference Books:</p> <p>1. Rajendra Pal and J.S. Korlahalli. <i>Essentials of Business Communication</i>. New Delhi: Sultan Chand & Sons, 2004.</p> <p>2. Asha Kaul. <i>Effective Business Communication</i>. New Delhi: Prentice-Hall of India, 2001</p>	20%
2	<p>Soft Skills Development:</p> <p>1. How to Conduct Meetings?</p> <ul style="list-style-type: none"> • Drafting of Notices and Circulars • Drafting of Agendas • Drafting of Minutes • Role of Chairperson • Role of Members • Role of Convener/ Moderator/ Secretary 	20%
3	<p>Goal Setting</p> <ul style="list-style-type: none"> • Significance of goals to individuals • Concept of SMART Goals • Difference between dreams and goals • Significance of written goals 	20%

4	<p>Assertiveness and Confidence</p> <ul style="list-style-type: none"> • Significance of Assertiveness • Ways to develop Assertiveness • Significance of positive self-talks or Autosuggestions • Ways to develop confidence 	20%
5	<p>Time Management:</p> <ul style="list-style-type: none"> • Objective and Significance of Time Management • Steps of Effective Time Management • Time Wasters/ Stealers and ways to overcome them • Procrastination and ways to avoid it. 	20%
3	<p>Soft Skills Development:</p> <p>1. How to Conduct Meetings?</p> <ul style="list-style-type: none"> • Drafting of Notices and Circulars • Drafting of Agendas • Drafting of Minutes • Role of Chairperson • Role of Members • Role of Convener/ Moderator/ Secretary <p>Goal Setting</p> <ul style="list-style-type: none"> • Significance of goals to individuals • Concept of SMART Goals • Difference between dreams and goals • Significance of written goals 	20%
4	<p>Assertiveness and Confidence</p> <ul style="list-style-type: none"> • Significance of Assertiveness • Ways to develop Assertiveness • Significance of positive self-talks or Autosuggestions • Ways to develop confidence • 	20%
5	<p>Time Management:</p> <ul style="list-style-type: none"> • Objective and Significance of Time Management • Steps of Effective Time Management • Time Wasters/ Stealers and ways to overcome them • Procrastination and ways to avoid it. 	20%

Reference Books:

1. Shiv Khera. ***YOU CAN WIN***. New Delhi: Macmillan, 1998.
2. Graham Roberts-Phelps. ***Handbook of Time Management***. New Delhi: Viva Books, 2003.

F.Y.B.B.A. Semester-II

Effective from November 2011

Computer Application-II

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| 1. Introduction to MS Excel and Function | 30% |
| a. Counting function | |
| b. Mathematical function | |
| c. Date & Time function | |
| d. Text function | |
| e. Logical Function | |
| f. Lookup and reference function | |
| g. Statistical function | |
| h. Financial function | |
| i. Total & Subtotal function | |
| j. D function | |
| 2. Analysis of Data | 20% |
| a. Data consolidation | |
| b. Goal seek | |
| c. Solver | |
| 3. Data analysis using Excel | 30% |
| a. Use of Built in data form in excel | |
| b. Sorting, Filtering in excel | |
| c. Correlation –Regression and using add-ins | |
| d. Macros | |
| 4. Database in Excel and Access (DBMS) | 20% |
| a. Introduction to database (database, field, table, record, primary | |
| b. Basic of internal data | |
| c. Limitation & Importance | |
| d. Creating , editing , sorting database in access | |
| e. Creating relationship between tables in Access | |
| f. Creating form, Query and Report with wizard in Access | |

Reference: Mastering Excel By Mindy & Martin

Mastering Access By Alan Simpson , Cleste Robinson B.P.B. Publications

F.Y.B.B.A. Semester-II

Effective from November 2011

ELEMENTS OF ECONOMICS-II

OBJECTIVES:

The course has been so designed to expose the students to the fundamentals & essentials of economics & develop in them the skills to apply the same in this age of globalization & economic dominance.

PADAGOGIC TOOLS: Lectures, Practical examples from corporate & business world, assignments & presentations.

COURSE CONTENT:

Topics	Weightage
<p>I <u>COST ANALYSIS & REVENUE ANALYSIS</u></p> <p>➤ Cost concepts (A) Accounting cost concepts:</p> <ul style="list-style-type: none"> • Opportunity cost & actual costs • Accounting cost & economic costs • Business cost & full costs • Money cost & real costs <p>(B) Analytical cost concept</p> <ul style="list-style-type: none"> • Fixed & variable cost • Total average & marginal costs • Short run & long run costs • Incremental & sunk costs • Historical & replacement costs • Private & social costs <p>➤ Short-run cost analysis or Short-run cost output relationship</p> <ul style="list-style-type: none"> • Meaning of short-run • Short-run fixed & variable costs • Importance of distinction between fixed & variable costs • Short-run TFC, TVC, TC • Short-run AC/ATC, AFC, AVC • Short-run marginal cost MC • Reason for the “U” shape of AC curve • Relationship between AC & MC curves <p>➤ Long-run cost analysis or Long-run cost output relationships</p> <ul style="list-style-type: none"> • Meaning of long-run • Long-run TC curve 	<p>30%</p>

<ul style="list-style-type: none"> • Long-run AC curve • Long-run MC curve ➤ Concepts of revenue ➤ Revenue & revenue curves <ul style="list-style-type: none"> • Total revenue (TR) • Average revenue (AR) • Marginal revenue (MR) ➤ Relationship between AR & MR ➤ Significance of the concept of revenue 	30%
<p>II <u>ELASTICITY OF DEMAND</u> Introduction – Various concepts of Demand Elasticity Elastic & In-Elastic Demand</p> <ul style="list-style-type: none"> ➤ Price Elasticity of Demand <ul style="list-style-type: none"> • Meaning of Price elasticity of Demand • Types of Price elasticity of Demand • Measurement of Price elasticity of Demand • Determinants of Price elasticity of Demand • Relationship between Price elasticity of Demand Total Revenue & Marginal Revenue • Importance of Price elasticity of Demand in Business ➤ Income Elasticity of Demand <ul style="list-style-type: none"> • Meaning of Income elasticity of Demand • Types of Income elasticity of Demand • Relation between Income elasticity of Goods • Importance of Income elasticity for Business Firms ➤ Cross Elasticity of Demand <ul style="list-style-type: none"> • Meaning of Cross elasticity of Demand • Cross Elasticity of Demand: Substitutes & Complements • Importance of Cross elasticity of Demand for Business Decision Making ➤ Promotional or Advertising Elasticity of Demand ➤ Elasticity of Substitution <ul style="list-style-type: none"> • Relation Between Price Elasticity , Income Elasticity & Substitution Elasticity <p>Elasticity of Price Expectations</p>	20%
<p>III <u>NATIONAL INCOME</u> Meaning & Definitions</p> <ul style="list-style-type: none"> ➤ Basic Concept of national income <ul style="list-style-type: none"> • Gross National Product (GNP) • Gross Domestic Product (GDP) • Net National Product (NNP) • Personal Income (PI) • Disposable Income (DI) ➤ Methods of measuring national income <ul style="list-style-type: none"> • Census of Product method or Output method or commodity service method • Census of Income method or Factor cost method • Census of Expenditure method or Total outlay method 	

<ul style="list-style-type: none"> ➤ Methodology of estimating national income in India ➤ Problems in the estimation of national income <ul style="list-style-type: none"> • Conceptual problems • Statistical problems ➤ Significance of national income estimates ➤ Circular flow of economic activity <ul style="list-style-type: none"> • Two sector model • Four sector model <p>IV MONEY SUPPLY</p> <p>Definition of Money</p> <ul style="list-style-type: none"> ➤ Money & Near Money ➤ Functions of Money ➤ Components of Money supply ➤ Determinants of Money supply ➤ Importance of Money ➤ Evils of Money ➤ Demand for Money 	20%
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Text and Reference Books:

- 1) Modern Microeconomics: Theory & Application-H.L. Ahuja , Publisher Sultan Chand.
- 2) Advanced Microeconomics Theory-M.J.Kennedy , Himalaya Publishing House.
- 3) Principles of Economics-Prem Bhutani , Taxmann Allied Services (P) Ltd.
- 4) Economics-Paul Samuelson William Nordhaus , Tata MacGraw-Hill.
- 5) Introduction to Positive Economics-Richard Lipsey , Oxford University press.
- 6) Principles of Economics – D. M. Mithani, Himalaya Publishing House.
- 7) Introduction to Economics – Stephan Dobson, MACMILLAN.
- 8) Managerial Economics – Analysis, Problems and Cases – P. L. Mehta Sultan Chand & sons.
- 9) Essentials of Managerial Economics – P. N. Reddy, Himalaya Publishing House.
- 10) Business Economics – H. L. Ahuja, Sultan Chand.
- 11) Indian Economy – S. K. Misra, V. K. Puri, Himalaya Publishing House.
- 12) Economics, The ICFAI University.
- 13) Principles of Economics – M. L. Seth.
- 14) Principles of Economics – N. Gregory MANKIW, Thomson South Western.

F.Y.B.B.A. Semester-II

Effective from November 2011

Financial Accounting-II (With Elements of Costing)

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| 1 FINAL ACCOUNTS | 35% |
| <ul style="list-style-type: none"> • Final Accounts of Sole Proprietorship • Horizontal and Vertical form of Balance sheet | |
| 2 COMPUTER ACCOUNTING | 25% |
| <ul style="list-style-type: none"> • Introduction and framework of Computer Accounting • Accounting Packages (Tally Only) | |
| 3 ELEMENTS OF COSTING | 40% |
| <ul style="list-style-type: none"> • Conceptual and Meaning of Cost Accounting (CA). • Advantages and Limitations of CA. • Concepts of Costs • Classification of Costs • Cost-Sheet • Cost Controlling • Cost Centers | |

NOTE:

1. Problem solving numerical and practical oriented questions will contribute not less than 60% of marks.
2. Practical in the Computer accounting is prescribed in computer laboratory and assignment be given based on this work.

BOOKS FOR REFERENCE:

BOOKS	AUTHORS
➤ Introduction of Accounting	T.S.Grewal, Sultan Chand & Co.
➤ Principles of Accounting	Rupram Gupta, Sultan Chand & Co.
➤ Modern Accounting	Hanif and Mukharjee, Tata MacGrohill
➤ Financial Accounting	Shukla & Grewal
➤ Advanced Accountancy	S.N.Maheshwari
➤ Accounting with Tally	K.K.Nandhni, B.P.B Publication, Delhi
➤ Tutorial Accountancy Vol.-I	A.K Nandhani B.P.B. Publication, Delhi
➤ How to use Tally?	Sanjiv Garg, Mashbra Ind. P. Ltd B.M.Agrawal (Publication Division) Delhi

F.Y.B.B.A. Semester-II

Effective from November 2011

Quantitative Methods-II (Mathematics Oriented)Objectives:

1. The course is designed to impart the basic knowledge of mathematics, to acquaint the students with the practical utility of the subject with special reference to business and commerce and equip them with those mathematical tools and techniques which shall provide them the necessary background for the applications of these techniques in different areas of management.

Pedagogic Tools:

Lectures, Practical examples from business world, assignments & presentations.

Chapter No.	Chapter Title	Sub Topic	Weightage
1.	Set Theory	<ol style="list-style-type: none"> 1. Definition of set and different types of sets 2. Venn Diagram, De Morgan's law 3. Law of algebra of sets and Cartesian product of two sets 4. Natural Numbers, Rational members, Real numbers, Absolute values and its properties 5. Examples 	10%
2.	Function	<ol style="list-style-type: none"> 1. Relation 2. Functions and different types of functions 3. Graphs of function 4. Function used in Economics 5. Examples 	25%
3.	Calculus	<p>A) <u>Limit</u></p> <ol style="list-style-type: none"> 1. Limit of a function, Limit of a addition, subtraction, product, quotient of two functions 2. Some special types of limit 3. Examples <p>B) <u>Differentiation</u></p> <ol style="list-style-type: none"> 1. Derivative of different types of functions. 2. Rules of differentiation (without proof) 3. Higher order derivatives 4. Maxima & Minima <p>C) <u>Integration</u></p> <ol style="list-style-type: none"> 1. Indefinite integrals 2. Standard integral and basic rules of integrals 3. Integration by parts 4. Integration by substitution 5. Definite integrals 6. Simple properties of definite integrals 7. Total revenue from marginal revenue & total cost from marginal cost 	<p>20%</p> <p>25%</p> <p>20%</p>

Reference Books:-

1. Business mathematics - D.C.Sancheti, V.K.Kapoor
2. Operation Research - Goyal & Mittal
3. Mathematics for Business Studies - J.K. Thakral
4. Operation Research - J. K. Sharma

F.Y.B.B.A. Semester-II

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MANAGERIAL ECONOMICS-II (With Business Organization)**OBJECTIVES:**

To give a complete and rigorous introduction to basic principles of microeconomics and to demonstrate how applications of economic theory can improve decision making. This subject also aims at giving preliminary idea of the forms of business organization.

PADAGOGIC TOOLS: Lectures, Practical examples from corporate & business world, case studies, assignments & presentations.

COURSE CONTENT:

Topics	Weightage
<p>I <u>PRODUCTION ANALYSIS</u></p> <ul style="list-style-type: none"> ➤ Introduction – Theory of Production <ul style="list-style-type: none"> • Meaning & classification of Factors of Production ➤ Meaning & significance of Production Function in Business <ul style="list-style-type: none"> • Linear Homogeneous Production function • Short-run & Long-run Production function • Cobb-Douglas Production function • Constant elasticity of substitution (CES) Production function ➤ Theory of Production: Returns to a Variable Factors <ul style="list-style-type: none"> • Concept of Total Product, Average Product and Marginal Product • Laws of Diminishing Returns <p>Assumptions of the Law of Diminishing Returns</p> <p>Three stages of Production</p> <p>Stage 1: Increasing Returns</p> <p>Stage 2: Diminishing Returns</p> <p>Stage 3: Negative Returns</p> <p>Applicability of the Law of Diminishing Returns</p> ➤ Production Function with Two Variable Inputs <ul style="list-style-type: none"> • Meaning & general properties of Isoquants • Marginal Rate of Technical Substitution (MRTS) • The Economic Region of Production • Ridge lines • Laws of Returns to Scale 	<p>30%</p>

<p>Constant Returns to Scale</p> <p>Increasing Returns to Scale</p> <p>Decreasing Returns to Scale</p> <p>➤ Optimum Factor Combination</p> <ul style="list-style-type: none"> • Iso-Cost Line • Least-cost combination of Factors: Choice of Inputs • Expansion Path <p>II <u>INVESTMENT ANALYSIS</u></p> <p>➤ Meaning of Capital Budgeting</p> <ul style="list-style-type: none"> • Nature of Capital Budgeting <p>Demand for Capital</p> <p>Supply of Capital</p> <p>Capital Rationing</p> <ul style="list-style-type: none"> • Methods of evaluating Investment proposals: • Modern techniques of Investment Appraisal <p>Net Present Value criterion (NPV)</p> <p>Profitability Index criterion (PI)</p> <p>Internal Rate of Return criterion (IRR)</p> <ul style="list-style-type: none"> • Traditional Methods of Investment Appraisal <p>Pay back period method</p> <p>Average Rate of Return (ARR) or</p> <p>Return on Investment (ROI)</p>	30%
<p>Cost-Benefit Analysis</p> <p>III <u>BUSINESS ORGANISATION</u></p> <p>Kinds of Business Organization :</p> <p>➤ Sole Proprietorship</p> <p>Meaning, Features, Merits & Demerits</p> <p>➤ Partnership</p> <ol style="list-style-type: none"> 1. Meaning, Features, Merits & Demerits 2. Kinds of Partners. Partnership deed and Process of Registration 3. Distinction between Partnership & Proprietorship <p>➤ Joint Stock Company</p> <ol style="list-style-type: none"> 1. Meaning, Features, Merits & Demerits 2. Kinds of Company (Brief introduction only) 3. Distinction between Public Company & Private Company <p>➤ Co-operative Sector</p> <ol style="list-style-type: none"> 1. Meaning, Features, Merits & Demerits 2. Brief introduction of types of Co-operative Sector 3. Distinction between Co-operative and Companies 	30%

<ul style="list-style-type: none"> ➤ Public Enterprise Meaning, Features, Merits & Demerits ➤ Joint Venture Meaning, Features, Merits & Demerits ➤ Multinational Corporations Meaning, Features, Merits & Demerits <p>IV <u>CASE STUDIES</u></p>	10%
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Text and Reference Books:

- 15) Managerial Economics in a Global Economy – Dominick Salvatore, *Thomson South-Western*
 - 16) Managerial Economics : Application, Strategy & Tactics – Moyers, Harris
 - 17) Managerial Economics – D M Mithani, *Himalaya Publishing House*
 - 18) Managerial Economics – Analysis, Problems and Cases – P. L. Mehta, *Sultan Chand*
 - 19) Essentials of Managerial Economics – P. N. Reddy, *Himalaya Publishing House*
 - 20) Managerial Economics – G S Gupta, *Tata McGraw-Hill*
 - 21) Modern Microeconomics: Theory & Application – H L Ahuja, *Sultan Chand*
 - 22) Advanced Economic Theory: Microeconomic Analysis – H L Ahuja, *Sultan Chand*
 - 23) Principles of Microeconomics-H L Ahuja, *Sultan Chand*
 - 24) Business Economics – H. L. Ahuja, *Sultan Chand*
 - 25) Advanced Microeconomic Theory – M J Kennedy , *Himalaya Publishing House*
 - 26) Economics – Paul Samuelson, William Nordhaus , *Tata McGraw-Hill*
 - 27) Business Organisation & Management – V.K.Bhushan, *Sultan Chand & Sons.*
 - 28) Business Organisation – Acharya Govekar
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F.Y.B.B.A. Semester-II

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Principles of Management –II

1. Staffing (25 %)

1. Definition of staffing & introduction
2. Definition of recruitment
3. Sources of recruitment (Internal & External).
4. Process of recruitment & selection
5. Definition of training
6. Definition of development
7. Importance of training & development to organization & to employees
8. Case studies on staffing

2. Directing & Coordinating (35 %)

1. Definition of Co-ordination & introduction
2. Need & importance of Co-ordination
3. Techniques of Co-ordination
4. System's approach to co-ordination & types of co-ordination
5. Definition of Leadership
6. Qualities of a good leader (successful leader)
7. Styles of leadership as per trait theory
8. Direction : Meaning and features of direction, importance of direction, principles of direction
9. Supervision: Meaning, Roles of Supervisor, How to supervise effectively & skills of a good supervisor.
10. Case studies on directing

3. CONTROL

(25 %)

1. Definition of control
2. Importance of control & its relation to Planning
3. Process of control
4. Resistance to control and methods to overcome this resistance.
5. Control techniques : viz. Break Even Point Analysis, Budgetary Control, Zero Based Budgeting, Responsibility accounting, Standard Costing, Total Quality Management (TQM), Management Information System (MIS), Kaizen, Budgetary control: Types of budgets, Meaning, benefits and problems & limitations
6. Case Studies on control

4. Case Study (15 %)

Books:

1. Principles of Management – L.M. Prasad, Publisher: M/s. Sultan Chand. (Text Book)
2. Management: Text & Cases - VSP Rao & V. Harikrishna, Excel Books (Text Book)
3. Management - Harold Koontz , Tata McGraw Hill
4. Management - Robbins & Coulter, Prentice Hall