



# Sunrise University

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Recognized by UGC Act, 1956 u/s 2 (f)

## **BACHELOR OF BUSINESS ADMINISTRATION (BBA) SYLLABUS**

Sunrise University

**FIRST SEMESTER**

<b>PAPERS CODE</b>	<b>PAPERS NAME</b>	<b>INTERNAL</b>	<b>EXTERNAL</b>	<b>TOTAL</b>
BBA101	Accountancy I	40	60	100
BBA102	Management Perspective I	40	60	100
BBA103	Business Organisation	40	60	100
BBA104	Business Statistics	40	60	100
BBA105	Human Communication in Business	40	60	100
BBA106	I T Fundamentals	40	60	100
<b>Total</b>		<b>240</b>	<b>360</b>	<b>600</b>

**SECOND SEMESTER**

<b>PAPERS CODE</b>	<b>PAPERS NAME</b>	<b>INTERNAL</b>	<b>EXTERNAL</b>	<b>TOTAL</b>
BBA201	Accountancy II	40	60	100
BBA202	Management Perspective II	40	60	100
BBA203	Business Economics	40	60	100
BBA204	Environmental Awareness I	40	60	100
BBA205	Administrative Practices	40	60	100
BBA206	I T Applications in Business I	40	60	100
<b>Total</b>		<b>240</b>	<b>360</b>	<b>600</b>

**THIRD SEMESTER**

<b>PAPERS CODE</b>	<b>PAPERS NAME</b>	<b>INTERNAL</b>	<b>EXTERNAL</b>	<b>TOTAL</b>
BBA301	Cost Accountancy I	40	60	100
BBA302	Management Perspective III	40	60	100
BBA303	Human Factorin Business	40	60	100
BBA304	Business Laws I	40	60	100
BBA305	Environmental Awareness II	40	60	100
BBA306	Entrepreneurship	40	60	100
<b>Total</b>		<b>240</b>	<b>360</b>	<b>600</b>

**FOURTH SEMESTER**

<b>PAPERS CODE</b>	<b>PAPERS NAME</b>	<b>INTERNAL</b>	<b>EXTERNAL</b>	<b>TOTAL</b>
BBA401	Cost Accountancy II	40	60	100
BBA402	Management Perspective IV	40	60	100
BBA403	Organizational Effectiveness & Change	40	60	100
BBA404	Business Law II	40	60	100
BBA405	Operation Research	40	60	100
BBA406	I T Application in Business II	40	60	100
<b>Total</b>		<b>240</b>	<b>360</b>	<b>600</b>

**FIFTH SEMESTER**

<b>PAPERS CODE</b>	<b>PAPERS NAME</b>	<b>INTERNAL</b>	<b>EXTERNAL</b>	<b>TOTAL</b>
BBA501	Management Accounting	40	60	100
BBA502	Management Perspective V	40	60	100
BBA503	Capital Markets I	40	60	100
BBA504	Taxation Laws I	40	60	100
BBA505	Institutional Assistance to Business	40	60	100
BBA506	E- Business & Internet	40	60	100
<b>Total</b>		<b>240</b>	<b>360</b>	<b>600</b>

**SIXTH SEMESTER**

<b>PAPERS CODE</b>	<b>PAPERS NAME</b>	<b>INTERNAL</b>	<b>EXTERNAL</b>	<b>TOTAL</b>
BBA601	Auditing	40	60	100
BBA602	Management Perspective VI	40	60	100
BBA603	Capital Markets II	40	60	100
BBA604	Taxation Laws II	40	60	100
BBA605	Management Support System	40	60	100
<b>PRACTICAL</b>				
BBA606	Project	60	40	100
<b>Total</b>		<b>260</b>	<b>340</b>	<b>600</b>

**Paper I- ACCOUNTANCY - I**

<b>Theory</b>	<b>60</b>
<b>Sessional</b>	<b>40</b>
<b>Credits</b>	<b>4</b>

1. Double Entry Accounting System Introduction and concept & Advantages, Accounting Cycle, Types of Account, Journalising Rules, Subsidiary Books, Ledger, Trial Balance
2. Trading ,Profit and Loss Account and Balance Sheet ( Simple exercise on Sole Trader, Final Account expected )
3. Partnership Account:  
Introduction, Preparation of Partnership Final Accounts.
1. Depreciation  
Introduction, meaning and definition, methods of Depreciation
  1. Fixed Installment Method
  2. Reducing Balance Method

**Books:**

1. Shukla & Greval “ Advanced Accounts “ S. Chand & Co.
2. Batliboy “ Advanced Accounting “ , Standard Accounting Publication.
3. Khan & Jain “ Financial Management “ Tats Mc Graw Hill.
4. S.C Kuchal “ Financial Management “

**PAPER NO. II: MANAGEMENT PERSPECTIVE I**

<b>Theory</b>	<b>60</b>
<b>Sessional</b>	<b>40</b>
<b>Credits</b>	<b>4</b>

Unit – I Management Concepts : ( Philosophy of Management ) Theo Haimanns Concept of Management. Management is what management does. Management is a process for the utiliasation of growth – inputs . Management Is the art of getting things done . Management is the development of the People . Management versus Administration . Several Concepts for getting results through people : M.B.C. , M.B.S. , M.B.R. , M.B.E. , M.B.P., .M.B. M., M.B.O.

Unit- II Fundamentals of Management: Science or Art. Is Management a Profession ? Role of agencies interested in promoting professionals. Principles of Universality of management. The manager & his job . Different approaches to management.

Unit- III Evolution of Management Thought : Management in antiquity. Management in the Pre- Taylor period . Impact of industrial Revolution on Management . The advent of scientific management Nineteenth century contributions. The Beginning of scientific epoch in management . Taylors philosophy in the scientific method . Gantt’s Philosophy of humanity in industry . Emerson’s philosophy of efficiency . Gilbeth’s Philosophy of the one best way  
Evolution of Management Thought : School of Management Theory :  
1) The Classical School including :  
    i) Scientific Management School (Taylor & his followers)  
    ii) Management Process School (Fayol, Follet, Gillick, Urwick)  
    iii) Bureaucracy Theory School (Max Weber)  
2) The Human Relations School (Neo Classical) : Hawthrone Experiments by Elton Mayo)  
3) The Contingency Theory School

Unit- IV Objective : Objectives & Social Responsibilities of Business. Goals of business – Concept & Nature of Objectives, Importance of Objectives, Types of Objectives, Balancing the Objectives MBO . The Social Responsibilities of business . Areas of social Obligation . Classification of social responsibility. Problem of change .Recommendations for Environmental Planning .

Unit- V Management Thinkers – Mary Parker follett . George Elton mayo , Henry Fayols contribution to management thoughts . The principles of management . Schools of management theory . Management movement in India . The problem of management development .

**BOOKS:**

- 1) Organisational & Management– Dr. S.C. Saxsena –Sahitya Bhavan - Agra.
- 2) Modern Business Organisation & Management – Sherlekar & Sherlekar
- 3) Principles of Mangement – C.N.Sontakke

**PAPER NO. III: BUSINESS ORGANISATION**

<b>Theory</b>	<b>60</b>
<b>Sessional</b>	<b>40</b>
<b>Credits</b>	<b>4</b>

- Unit – I      Meaning of terms:  
Business, Industry, Commerce, Profession, Vocation
- Unit – II      Meaning , Characteristics , Formation , and merits and demerits of the following terms:
- Sole Proprietorship
  - Partnership
  - Joint Stock Company
  - Co – Operative Society
  - Public Enterprise
  - Non Profit Organisation.
- Conversion one form into another wherever feasible
- Unit – III      Ownership Organisation decision choice of form of organisation the initial choice , Problem of expansion
- Unit – IV      Business and its Environment
1. Social Responsibilities of business & public relations
  2. Business & its environment
  3. Objectives of business
  4. Social Responsibility of a business firm
  5. Corporate image
- Unit – V      Rationalisation & Automation  
(Business term, Industry & Technological change)
- 1) Rationalization
  - 2) Automation
  - 3) Benefits of Rationalisation
  - 4) Objections to Rationalisation
- Unit – VI      Business Combination & Monopoly
- 1) Causes of Combinations
  - 2) Types of Combination
  - 3) Forms of Combination
  - 4) Economics of Combination

**BOOKS:**

1. Fundamentals of Business Organisation and Management – Y.K. Bhushan
2. Management & Organisation by C.B. Gupta

## PAPER IV - BUSINESS STATISTICS

<b>Theory</b>	<b>60</b>
<b>Sessional</b>	<b>40</b>
<b>Credits</b>	<b>4</b>

1. Introduction, Origin & Growth of Statistics, Definitions, Functions, Scopes and Limitations.
2. Organising Statistical Survey, Planning the Survey, Scope of Survey Techniques of data collection.
3. Sampling and sample designs.
4. Classification and Tabulation of Data.
5. Measures of Central Value - Mean, Median and Mode,
6. Measures of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation.
7. Correlation Analysis:  
Introduction: Utility of the study of correlation, Correlation and causation  
Types of correlation - Positive and Negative Correlation  
Karl Pearson's Coefficient of Correlation.

### **Books:-**

1. Seymour Lipschutz Probability - Schaum Outline series. Mc Graw Hill.
2. M.C. Shukla and S.S. Gulshan - Statistic S. Chand & Co. New Delhi.
3. V. Seetharaman - A Text book of Statistics - M. Nandana South Bros.
4. Gupta and Kapoor Fundamental of Statistics.
5. D.N. Elhance Statistical Methods



## PAPER NO. V: HUMAN COMMUNICATION IN BUSINESS

<b>Theory</b>	<b>60</b>
<b>Sessional</b>	<b>40</b>
<b>Credits</b>	<b>4</b>

- Unit – I Nature , Function , Scope and limitations of Communication , Process Of Communication and its elements, Channels & Media of Communication, Types of Communication.
- Unit – II Facilitators and Barriers in organisation and managerial Communication
- Unit – III Communication Skills : Filter & Feed back
- Unit – IV Listening Skills
- Unit – V Written Communication, merits, demerits, techniques, media
- Unit – VI Business Correspondence – Letters of complaints , Claims , Settlement of claims, Banking & insurance correspondence.
- Unit – VII E-communication : Use of Electronic Devices in Modern Communication. Such as Modem, Fax, e-mail, chat, Tele-conferencing, Video conferencing, etc.

### **Books :**

1. Communication: C.S. Rayudu
- 2.. Business Communication : Bhende , Pradhan , Thakur
3. Communication Dynamics Dr. Mrs. V.S. Mishra
4. Business Communication Richard Huseman.
5. Business Communication Bhende, Pradhan & Others.

**PAPER VI I.T.FUNDAMENTALS**

<b>Theory</b>	<b>60</b>
<b>Practical</b>	<b>40</b>
<b>Credits</b>	<b>4</b>

- Unit – I Fundamentals of Computer; Data, Information, Data Processing, Input, Process, Output, EDP, Computer based Processing advantages , Role of Hardware and Software in computing, I.T. , Features and impact of I.T. on business, Historical Background of Development of computer field, Types and Generations of Computer
- Unit – II Different Input /Output and storage devices
- Unit – III Computer codes and languages; Computer Codes; Different number systems, Binary , Octal, Hexadecimal, Decimal, Conversion from one base to another base,- Coding, BCD, EBCDIC, ASCII, High level, low level, Assembly language
- Unit – IV Operating System; Concept, its role in computing, functions of OS, Components of Operating System, Types- Single user and Multi user, Popular Operating systems, MSDOS, Internal and External Commands, Concept of GUI, Windows, Utilities in Windows through Control Panel, My Computer, Notepad, Paintbrush etc,

**Practical:**

1. Familiarizing students with different devices and facilities of computer system
2. Using MSDOS Command- DIR,DATE,TIME,CLS,EDIT,COPYCON,REN,FORMAT, PROMPT,PATH, TYPE, MORE, TREE , VER, CHKDSK, FIND, RESTORE, COPY, DISKCOPY, XCOPY, Wildcard characters.
3. Working in Windows- Settings, Control Panel, Display, Add New Printer, Mouse, Date and Time, Regional Settings, Calculator, Character Map, Games, MSDOS Prompt, Transferring and updating file through My Brief case & Direct Cable Connection, Browsing through My Computer, Text Editing in Notepad, Drawing through Paint brush, file handling through Recycle Bin, Scanning Disk through Scandisk.

**BOOKS**

1. Chetan Srivastav “ Information Technology”,
2. O,Brien J. “ Management Information System”, Tata McGraw Hills, New Delhi
3. P.K.Taxali” PC Software made simple”, Tata McGraw Hills, New Delhi
4. V.Rajaraman “ Fundamentals of Computer”, Prentice Hall of India, New Delhi
5. Sanders D.H. “ Computers Today”, Tata McGraw Hill
6. Denies Sheila S. “ Microsoft Office Professional for Windows 95”, BPB Publications

## PAPER VII – ACCOUNTANCY II

<b>Theory</b>	<b>60</b>
<b>Sessional</b>	<b>40</b>
<b>Credits</b>	<b>4</b>

1. Goodwill of Partnership Firm  
Meaning, Need, factors affecting Goodwill, Methods of valuing Goodwill, - Average Profit Method, Super Profit Method
2. Accounts of Non Trading Concern – Preparation of Receipts and Payment Accounts, Income and Expenditure Account and Balance Sheet
3. Company Final Accounts  
(Treatment of Provisions, Treatment of Dividends, Interim & Final Dividend on shares, Income Tax on Dividends, Payment of Dividends, Unclaimed Dividends, Treatment of Preliminary Expenses, Capital Profit, Income Tax Provision, Advance Payment, Payment of Tax, TDS, -- Simple exercises expected).
4. Single Entry System  
Concept- Ascertainment of Profit from records of single entry method

### **Books:-**

1. Shukla & Greval “ Advanced Accounts “ S. Chand & Co.
2. Batliboy “ Advance Accounting “ , Standard Accounting Publication.
3. Khan & Jain “ Financial Management “ Tats Mc Graw Hill.
4. S.C Kuchal “ Financial Management “

## PAPER VIII MANAGEMENT PERSPECTIVE II

<b>Theory</b>	<b>60</b>
<b>Sessional</b>	<b>40</b>
<b>Credits</b>	<b>4</b>

- Unit – I Planning – meaning and nature of planning, planning premises, planning process with objective of planning – classification of plans on the basis of scope, time, function including budgetary planning – forecasting- meaning & importance only, types of planning, principles of planning, Advantages Limitations of Planning, decision making process only.
- Unit – II Organizing – Definition of organizing, steps in organizing, principles of organizing, delegation & decentralization, organizational charts - Types of organization, Line – Line & Staff – committee – organizational climate – formal & informal.
- Unit – III Staffing: Recruitment, Selection training & Development of managers at various levels.
- Unit – IV Directing: Meaning & Principles of directing  
Motivation: Meaning, importance, Tools of motivation.  
Motivation Models: Maslow’s Need Hierarchy, Herzberg, Dual factor, McGregor’s theory X and Y.  
Leadership: Meaning, importance, leadership styles, traits
- Unit – V Co-ordination – Meaning, Features, Principles of Co-ordination, difference between Co-ordination & Co-operation, Coordination as essence of Management.
- Unit – VI Control: Meaning & Importance of Controlling, Process of control, Techniques of control, Requisites of effective control system.

### **BOOKS:**

- 1) Basic organization & Management: By Dr. P.C. Shejwalkar, Dr. Sherlekar S.A
- 2) Organization & Management – R.D. Agarwal
- 3) Modern Business Organisation & Management – Sherlekar & Sherlekar
- 4) Principles of Mangement – C.N.Sontakke
- 5) Principles of Management – L.M.Prasad.

**PAPER NO. IX: BUSINESS ECONOMICS**

<b>Theory</b>	<b>60</b>
<b>Sessional</b>	<b>40</b>
<b>Credits</b>	<b>4</b>

Unit – I	Introduction to economics, Definition Scopes & nature of economics.
Unit- II	Law of Demand & Supply, Market equilibrium, Elasticity of Demand.
Unit – III	Utility Analysis ; Indifference curve Analysis, consumer Behavior
Unit – IV	Factors of production and its Rewards : Rent ;interest and profit
Unit – V	National Income .Meaning, Definition, concept, GNP,NNP, N I at Factor Cost, NI , PI, DI, Measuring National Income.

**BOOKS:-**

- 1) Principles of Economics – M.L. Seth
- 2) Principles of Economics – Ahuja
- 3) Micro economics – Datta & Samuelson
- 4) Modern Economic Theory – K K Dewett
- 5) Business and Managerial Economic- Sampat Mukherjee

## PAPER NO. X: ENVIRONMENTAL AWARENESS – I

<b>Theory</b>	<b>60</b>
<b>Sessional</b>	<b>40</b>
<b>Credits</b>	<b>4</b>

- Unit - I Environmental Awareness : Introduction , Need, A Ecological factors –  
Atmosphere : Structure & components, air as an ecological factor.  
Hydrosphere : Structure & components, water as an ecological factor.  
Lighthosphere : Structure & components, soil as an ecological factor.
- Biotic factors : Structure and components, effect on environment.  
Interaction between plants and local animal and man.  
Interaction between plants growing in a community.  
Interaction between plants and min & microbes.
- Unit - II Ecosystem:  
Concept, definition, Structure biotic & abiotic biotic-producer-consumer decomposers, Examples – aquatic marine & pond, forest, food, chain, food web, energy flow in ecosystem.
- Unit - III Population ecology :  
Characteristics of Population : - Population density, natality, mortality, Population growth, age distribution of population, population fluctuation.  
1) Population Structure :- Population dispersion emigration immigration, migration, types of interaction neutralism, commensalism, mutualism, proto – cooperation, amensilism, parasitism, cannibalism, predation competition.
- Unit - IV Environmental Pollution: - Concept, Definition.  
Water Pollution – Pollutants – Sewage, organic chemicals.  
Inorganic heavy metals [ HB-Pb-Cu-Cd ] , Oil spill.. Eutrophication.  
2) Air Pollution:- Pollutants – aerosols [ So<sub>2</sub>, Co<sub>2</sub> , Co N-oxides, Hydrocarbons, global warning, greenhouse effect, acid rains. ]

### **BOOKS: -**

- 1) Environmental Biology: - P.D. Sharma
- 2) Environmental Chemistry: - A.K. De
- 3) Ecology: - M.P. Arora
- 4) Ecology and Environment: - P.D. Sharma
- 5) Environmental Biology: - K.C. Agarwal
- 6) Environmental Pollution: - Krishna Kanan
- 7) Environmental Chemistry: - Sharma
- 8) Manual of Forest Ecology: - Mishra & Puri

## PAPER NO. XI: ADMINISTRATIVE PRACTICES

<b>Theory</b>	<b>60</b>
<b>Sessional</b>	<b>40</b>
<b>Credits</b>	<b>4</b>

- Unit – I      Role of company executives :- Company Secretary, Board of Directors
- Unit – II      Law & procedure of meetings – General principles of law & practice relating to meetings.
- Unit – III      Distinction between public and private meetings; rights and restrictions regarding the holding of meetings, preservation of order at meeting.
- Unit – IV      The power & duties of chairman. The requisites of valid meeting, notice, constitution, quorum, agenda, papers, minutes, motions.
- Unit – V      Voting & Proxies; adjournment; rules of debate, including formal (or procedural ) motions. The committee system and its operation.
- Unit – VI      Principles of security of documents and filing information.

### **Books:**

- 1) Lectures on company law – Shantilal mohanlal shah-N.M.Tripathi- Pvt. Ltd. Mumbai
- 2) Business Organisation - Y K Bhushan
- 3) Business Organisation - Sherlekar

## **PAPER XII I.T. Applications in Business – I**

<b>Theory</b>	<b>60</b>
<b>Practical</b>	<b>40</b>
<b>Credits</b>	<b>4</b>

Text Processing; Meaning and role of word processing, Documents in MSWORD, features of MSWORD, Creation and saving of word document, searching a document , opening and closing a document, printing a document, Copying, Moving and Cutting Text in Word, Cut, Paste, Moving text between documents, Changing case, Fonts, Applying Bold, Underline and Italic, Insertion of pictures, symbols & special characters, page setting, margin styles and settings, Table creation in word document, columns & rows insertion deletion Formatting a document, Formatting Toolbar, Table and Border Toolbar, Border Shading Dialog, Bullet and numbering, Mail Merge Procedure in Word, Using forms, labels and envelops Use of Help in Word document

Electronic Spreadsheet; Structure of worksheet and its usage in commercial applications, creating worksheet in MSEXCEL, formatting and layout of worksheet, Excel Templates, working with range, rows, columns, total, sorting , formatting toolbars, moving cell contents, alignment of worksheet text, border colour, handling workbook, working with formulas and functions- SUM, PRODUCT, AVERAGE, COUNT, MAX, MIN, SQRT etc., Charts in Excel, Types, Graph, Axes, Variable, Labels, Legends, Titles, Analysis of Data in Excel, Exploring built in function of Excel, sharing data with other desktop applications.

Presentation in Business with PowerPoint ; Creation of slides, adding objects, Movies, sound, animation , styles of presentation and linking procedures, Slide colour scheme, background, Custom animation, Slide Transition, Slide Show

Practical:

Familiarizing with Word , Excel and Power Point. Creating WORD DOCUMENT, WORKSHEETS IN excel and Presentations with Power Point

BOOKS:

1. Timothy J O’Leary “ Microsoft Office 2000”, Tata McGraw Hill
2. Techmedia “ Microsoft Office”
3. “MSOffice Complete”, BPB Publications
4. MSWORD 2000 , BPB Publications
5. MSEXCEL 2000, BPB Publications