

**Integral University**  
**B.B.A**  
**Scheme of Evaluation**  
w.e.f.- 2015-2016

**YEAR -I**

**SEMESTER- I**

Sr. No	Subject Code	Subject	Period (Per Week)			Credit C	Evaluation Scheme				
			L	T	P		Sessional (CA)			Exam	Subject Total
									ESE		
			CA	TA	Total	ESE	Total				
1	BM110	Principle of Business Management	3	1	0	4	15	10	25	75	100
2	MT104	Business Mathematics	3	1	0	4	15	10	25	75	100
3	BM111	Macro Economics	3	1	0	4	15	10	25	75	100
4	BM112	Introduction to Organizational Behaviour	3	1	0	4	15	10	25	75	100
5	LN101	Basic Professional Communication	3	1	0	4	15	10	25	75	100
6	CS103	Introduction to Computer	2	1	0	2	10	5	15	35	50
7	CS104	Introduction to Computer Lab	0	0	4	2	0	15	15	35	50
<b>Total</b>			<b>17</b>	<b>6</b>	<b>4</b>	<b>24</b>	<b>85</b>	<b>70</b>	<b>155</b>	<b>445</b>	<b>600</b>

**L** = Lecture, **P** = Practical, **T** =Tutorials, **C**= Credit, **CT** = Class Test, **TA** =Teacher Assessment, **ESE**=End Semester Examination **Subject Total** = Sessional Total (CA) + End Semester Exam (ESE)

BBA - I YEAR  
SEMESTER – I  
**BM110**  
**Principle of Business Management**  
w.e.f 2015-2016

**Total Number of Sessions-45**  
**Max. Marks: 100**  
**External Assessment: 75**  
**Internal Assessment: 25**  
**LTPC 3104**

**OBJECTIVES:**

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practice in the field of management

**Unit-I** **10**

**Introduction :**

Concept , nature, process and significance of management , managerial levels, skills, functions and roles , management vs administration, coordination as essence of management , development of management thought: classical, neo-classical, behavioral , system and contingency approaches.

**Unit-II** **10**

**Planning :**

Nature, scope and objective of planning ; types of plans : planning process, business forecasting; MBO ; concepts , types, process and techniques of decision -making; Bounded Rationality.

**Unit-III** **10**

**Organising :**

Concept, nature, process and significance ; Principle of an organization : Span of control; Departmentation; types of an organization; Authority -Responsibility; Delegation and Decentralization; Formal and Informal Organisation.

**Unit-IV** **08**

**Staffing :** Concepts, nature and importance of staffing. Motivating and Leading : Nature and importance of motivation ; Types of motivation. Theories of motivation - Maslow, Herzberg X,Y and Z; Leadership- meaning and importance; traits of a leader; Leadership Styles - Likert's system of management Tannenbaum & Schmidt Model and Managerial Grid.

**Unit-V** **07**

**Controlling :**

Nature and scope of control; types of control, control process, control techniques - traditional and modern ; Effective control system.

**Suggested Reading:**

1. Stoner, Freeman and Gilbert Jr. ; Management prentice Hall of India New Delhi, 2003
2. Gupta C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003
3. Koontz Koontz & O'Donnell & Weirich, Essentials of Management,;Tata McGraw HillJames & Freeman Edward: Stoner Publishing Company, Edition Mar 22, 2012. Rao & Harikrishna: L M Prasad
4. VSP Rao, V Hari Krishna- Management Text and Cases, Excel Books, Edition , May 11,

BBA - I YEAR  
SEMESTER – I

MT104  
BUSINESS MATHEMATICS  
w.e.f 2015-2016

**Total Number of Sessions-45**  
**Max. marks: 100**  
**External Assessment: 75**  
**Internal Assessment: 25**  
**LTPC 3104**

**OBJECTIVE:**

The objective of the course is to teach the learner basic mathematical concepts with emphasis on business applications.

**Unit-I**

**08**

**General Concepts :**

Number system: classification; Set Theory: concept, types, operations, applications, Venn diagram.

**Unit-II**

**10**

**Algebra Concepts :**

Equations: linear, quadratic, cubic; Permutations and combinations; Series: Arithmetic, Geometric and harmonic, General idea of infinite series.

**Unit-III**

**9**

**Calculus Concepts :**

Calculus: basic differentiation & integration (excluding trigonometric, inverse trigonometric, logarithmic and exponential); maxima and minima; Functions and its types; General idea of limits and continuity (basic).

**Unit-IV**

**10**

**Matrices Concepts:**

Matrices: types, addition, subtraction, multiplication and its applications to business, Determinants and its properties.

**Unit-V**

**8**

**Arithmetic Concepts :**

Simple and compound interest; Ratio and proportions; Profit and loss; Percentage and discount.

**Suggested Reading:**

1. Sancheti and Kapoor, Business Mathematics, (Reprint 2007), Sultan Chand and Sons, New Delhi
2. Raghavachari.M, Mathematics for Management, (New Edition), Tata Mcgraw Hill, New Delhi
3. Aggarwal, R. S, Arithmetics (Subjective and Objective) for Competitive Examination, (2008), Sultan Chand and Sons, New Delhi

BBA - I YEAR  
SEMESTER – I

**BM11**  
**MACROECONOMICS**  
w.e.f 2015-2016

**Total Number Of Sessions-45**  
**Max. marks : 100**  
**External Assessment : 75**  
**Internal Assessment : 25**  
**LTPC3104**

**Course Objectives:**

The objective of this course is to make the students aware of crucial macro-economic variables like the level of income, employment, prices, investment, consumption, money supply and trade. It also aims to equip the students with a fundamental knowledge of the macro economy on the basis of which policy decisions can be analyzed and business decisions can be made.

**Unit-I** **10**

**Introduction:**

Macroeconomics: meaning, nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis. Economy as a circular flow of income and expenditure.

National income Accounting; Concepts and measurement through double entry, sectoral accounting and matrix approaches. Classical theory of output and employment, Say's law of markets.

Keynsian theory of income determinants, determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment equilibrium, IS-LM framework.

**Unit-II** **08**

**Theory of Consumption :**

Consumption: Meaning determinants and importance. Theory of consumption: Absolute income hypothesis, Relative income hypothesis, Permanent income hypothesis, life cycle hypothesis.

**Unit-III** **07**

**Theory of Investment :**

Types of investment determinants of investment, marginal efficiency of capital, net present value, internal rate of return, interest rate determination, classical, Neoclassical and Keynesian theories.

**Unit-IV** **10**

**Theory of Multiplier :**

Income generation in a static and dynamic setting, tax multiplier, Foreign trade multiplier, Balanced budget multiplier, Leakages from multiplier, Relevance of Multiplier to developing countries, Balance of Payments and Exchange rate determination.

**Unit-V** **10**

**Inflation and Theory of Money :**

Inflation: Meaning, types, and theories. Stabilization policies: Monetary and fiscal policies.

Money its function and role: Quantity theory of money, Fisher and Cambridge Equations, Keynes views about money and prices.

**Suggested Readings:**

1. Ackley, G., *Macroeconomic Theory*, New York: Collier-Macmillan, 1966
2. DeLong, J.B., *Macroeconomics*, Burr Ridge: McGraw-Hill Higher Education, 2001.
3. Dornbusch, R., Fischer, S. and Startz, R., *Macroeconomics*, 9th edn, New York: McGraw-Hill, 2004.
4. Mankiw, N.G., *Macroeconomics*, 5th edn, New York: Worth, 2003.

BBA - I YEAR  
SEMESTER – I

**BM12**  
**INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR**  
**w.e.f 2015-2016**

**Total Number Of Sessions-45**  
**Max. marks : 100**  
**External Assessment : 75**  
**Internal Assessment : 25**  
**LTPC 3104**

**Course Objectives:**

The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the changing global scenario.

**Unit-I** **10**

**Introduction :**

Introduction: meaning of organizational behavior, Nature of Organizational Behavior Theories of Organizational Behavior, Organizational setting, Individual behaviour in organization: Understanding self, Perception.

**Unit-II** **07**

**Learning :**

Learning and its theories Attitudes, Personality: Meaning, Self concept, Self-esteem, Major determinants of personality Organizational Development: Concept of OD, Phases of OD and OD Interventions, Limitations of OD Interventions, Concept of Morale and Job Satisfaction .

**Unit-III** **08**

**Organizational Culture :**

Concept, Functions, Socialization; Creating and sustaining culture, Importance of psychological process of motivation, salient motivation tools, Motivation; Types of motivation, Theories of work motivation Managing Conflict - Sources, types, process and resolution of conflict, Managing across Cultures; Empowerment and Participation.

**Unit-IV** **10**

**Group behaviour in organization :**

Group dynamics, types of groups, Stages of Group Development, Theories of Group Formation; Building and managing effective Teams, Dynamics of managerial leadership: Leadership styles,.

**Unit-V** **10**

**Organizational Development Process:**

Management of Change, Organizational Development Process, Team Building, Inter- personal behavior in organization: Johari Window, Transactional analysis, ego states, types of transactions, life positions.

**Suggested Readings:**

1. Prasad, L.M.; Organizational Behaviour, Sultan Chand & Sons, 2003.
2. Stephen P., Robbins; Organizational Behaviour; "Prentice Hall of India Pvt. Ltd.", New Delhi, 2003.
3. Luthans, Fred; Organizational Behaviour, Tata McGraw Hill, New Delhi, 2003.

BBA - I YEAR  
SEMESTER – I

LN101  
BASIC PROFESSIONAL COMMUNICATION  
w.e.f 2015-2016

**Total Number Of Sessions-45**  
**Max. marks : 100**  
**External Assessment : 75**  
**Internal Assessment : 25**  
**LTPC 3104**

**UNIT I: Professional Communication** **08**

Professional Communication: Its meaning & importance, Essentials of Effective Communication, Barriers to Effective Communication, The Cross Cultural Dimensions of Professional Communication

**UNIT II: Language through Literature** **07**

**A. Essays**

“The Effect of the Scientific Temper on Man” by Bertrand Russell

“The Aims of Science and Humanities” by Moody E. Prior

**B. Short Stories**

“The Meeting Pool” by Ruskin Bond

“The Portrait of a Lady” by Khushwant Singh

**UNIT III: Basic Vocabulary** **10**

Euphemism , One-word Substitution, Synonyms, Antonyms, Homophones, Idioms and Phrases, Common mistakes, Confusable words and expressions, Portmanteau words, Foreign words and expressions.

**UNIT IV: Basic Grammar** **10**

Articles, Prepositions, Tenses, Concord (Subject-Verb agreement), Modal Auxiliaries, Verbs: its Kind & Uses, Degrees of Comparison, Punctuation.

**UNIT V: Basic Composition** **10**

Report writing: What is a report? Kinds and objectives of reports, writing reports. Business Letter writing: Introduction to business letters, types of business letters, Layout of business letters, Letter of Enquiry / Complaint Proposal writing

**Books Recommended:**

1. Lata , Pushp & Kumar, Sanjay .*Communication Skills* , Oxford University Press-2012

2. Quintanilla ,Kelly M. & Wahl ,Shawn T.*Business and Professional Communication* , Sage Publications India Pvt. Ltd-2011
3. Juneja, Om P & Mujumdar, Aarati .*Business Communication :Techniques and Methods*, Orient Black Swan-2010
4. Arora, V. N. & Chandra, Lakshmi . *Improve Your Writing: From Comprehensive to Effective Writing*, Oxford University Press-2010 (For the prescribed essays- “The Effect of the Scientific Temper on Man” by Bertrand Russell &“The Aims of Science and Humanities” by Moody E. Prior)
5. Mukherjee, Meenakshi .*Let’s Go Home and Other Stories*, Orient Black Swan-2009 (For the prescribed short stories-“The Meeting Pool” by Ruskin Bond, “The Portrait of a Lady” by Khushwant Singh)
6. Quirk , Randolph & Greenbaum ,Sidney .*A University Grammar of English*,Pearson-2013
7. Bolton, David & Goodey, Noel .*English Grammar in Steps*, Orient Black Swan.
8. Sethi, J. *Standard English And Indian Usage: Vocabulary and Grammar*, PHI Learning Pvt. Ltd . -2011
9. Bhaskaran, M. P. & Horsburgh, D .*Strengthen Your English*, Oxford University -1973
10. Greenbaum, Sidney . *The Oxford English Grammar* ,Oxford University Press, New York -1996
11. Bovee, Courtland L. & Thill, John V.*Business Communication Essentials* ,Pearson
12. Board of Editors. *Written and Spoken Communication in English*, University Press-2007
13. Gairns, R. & Radman, S. *Working with Words: A Guide to Teaching and Learning Vocabulary Building*. Cambridge: Cambridge University Press-1986
14. Lewis, M. H. *Words Power Made Easy*, Goyal Publishers and Distributors Pvt. Ltd-1979
15. McCarthy, M. *Vocabulary*, Oxford University Press-1990



BBA - I YEAR  
SEMESTER – I

CS103  
INTRODUCTION TO COMPUTER  
w.e.f 2015-2016

Total Number Of Sessions-35  
Max. marks : 50  
External Assessment : 35  
Internal Assessment : 15  
LTPC 2102

<b>Unit-I</b>	<b>6</b>
<b>Computer Fundamentals :</b> What is a computer? Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers. Computer hardware and software. Input/Output devices.	
<b>Unit-II</b>	<b>7</b>
<b>DOS:</b> Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, CHKDSK.	
<b>Unit-III</b>	<b>8</b>
<b>Windows:</b> Difference between windows and DOS. Basic Features - Date, Time, Time Zone, Display, Screen saver, Fonts, Mouse, and mouse pointers. Using accessories such as calculator, paint brush, CD player, etc. Use of Windows Explorer for moving and copying files. Introduction to MS-Office and its integrated nature.	
<b>Unit-IV</b>	<b>7</b>
<b>MS-Word:</b> Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables - creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. Print preview, and printing a document. Mail merge: creating main document and data source. Adding and removing fields from data source.	
<b>Unit-V</b>	<b>7</b>
<b>Power Point (Presentation software):</b> Basic concept of presentation software. Standard, Formatting, and drawing toolbars in power point and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and color box. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.	
<b>Books:</b> A first Course in Computers: Saxena, Vikas Publishing House	

BBA - I YEAR  
SEMESTER – I

CS104  
Introduction To Computer Lab  
w.e.f 2015-2016

Total Number Of Sessions-45  
Max. marks : 50  
External Assessment : 35  
Internal Assessment : 15  
LTPC 0042

Sessions will relate to practical topic assigned in the syllabus of Introduction To Computers-I.

**UNIT-1** **07**

**DOS commands:**

DIR, CLS, DATE, TIME, MD, RD, CD, RD, RENAME, DEL, BACKUP, RESTORE, COPY, SCANDISK, CHKDSK, COPY CON, CD, CD., MOVE, FORMAT, TREE, EXIT.

**Exercise-**

- Create a directory and make a file in this directory.
- Rename the file and folder & move the file in another drive.  Copy a file from one directory to another directory.  Delete file and folder.
- Find the detail of any directory.  Format a drive.
- Show all the directories using TREE command.

**UNIT-2**

**Windows Basic Features:**

**09**

Date, Time, Time Zone, Display, Screen Saver, Fonts, Mouse pointers, calculator, Paint Brush.

**Exercise-**

- Set date and time of the computer.
- Set screensaver on the computer after 2 minutes if not in use.  Change font size of the system from normal to extra large.  Change the mouse pointers.
- Find the percentage of your marks using system calculator.  Create Indian flag using paint brush.

**UNIT-3**

**MS WORD:**

**10**

New document, Entering & changing text, Aligning, Justifying, Bold, Italics, Underline. Borders & Shading. Table- Creation, Adding rows & columns, splitting & combining cells. Headers & Footers.

**Exercise-**

- Make a file using Bold, Italic and underline.
- Set alignments (left, right & center)
- Create a file and use format painter.
- Insert a table in a file and apply bullets and numbers in rows and columns

- Insert header and footer in a document, alignment of text in header and footer and insert a logo, page number, total number of pages & date.
- Apply water mark (text) in a document.
- Apply borders and shading in a page.
- Replace AT with @ using autocorrect.
- Apply superscript and subscript wherever required in the document.
- Insert picture and text in a text box.
- Create a diagram or organization chart in a document.
- Save an existing file with a different name and different location.
- Create a document and set line spacing.

#### **UNIT-4**

**10**

##### **Mail merge:**

Creation of main document & data source, Adding & Removing fields from data source.

##### **Exercise-**

- Write a letter for inviting 75 people using mail merge with minimum 4 fields (name, address, phone number, e-mail ID).
- Add one more field of your choice and remove the address field.
- Rename phone number field with contact number.

#### **UNIT-5**

**09**

##### **MS POWERPOINT:**

Creating presentation, Adding slides. Applying design templates. Master slide. Adding special effects.

##### **Exercise-**

- Create a power point presentation of 5 slides using custom animation.
- Insert 2 slides in the existing presentation and change their background color
- Insert a chart and a picture in second slide.
- Show the use of master slide and duplicate slide.
- Prepare a slide showing slide transition.