



MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY

NAAC Accreditation Grade "B"

(With effect from Academic Year 2016-17)

B.B.A.

COURSE STRUCTURE

SEMESTER - I						
Paper No.	Type of Course	Course Name	Credit	Internal Marks	Term-End Marks	Total Marks
BBA-SS-101	Soft Skill Course	Personality Development	2	30	70	100
BBA-FC-102	Foundation Course	Indian culture	2	30	70	100
BBA-CC-103	Core Course	Principles of Management	3	30	70	100
BBA-CC-104	Core Course	Financial Accounting	3	30	70	100
BBA-CC-105	Core Course	Forms of Business Organization	3	30	70	100
BBA-CC-106	Core Course	Principles of Economics (Micro)	3	30	70	100
BBA-CC-107	Core Course	Computers Application in Business	3	30	70	100
BBA-CC-108	Core Course	Business Communication - I	3	30	70	100
BBA-CC-109	Core Course	Basics of Mathematics	3	30	70	100
SEMESTER - II						
BBA-SS-201	Soft Skill Course	Stress Management	2	30	70	100
BBA-FC-202	Foundation Course	Environmental Studies	2	30	70	100
BBA-CC-203	Core Course	Cost Accounting	3	30	70	100
BBA-CC-204	Core Course	Principles of Economics (Macro)	3	30	70	100
BBA-CC-205	Core Course	Principles of Management	3	30	70	100
BBA-CC-206	Core Course	Business Communication - II	3	30	70	100
BBA-CC-207	Core Course	Growth & Structure of Industries	3	30	70	100
BBA-CC-208	Core Course	Business Mathematics	3	30	70	100
BBA-CC-209	Core Course	Tally Practical	3	00	100	100



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B.B.A.
SEMESTER – I

Course: **Soft Skill Corse**

Course No. **BBA-SS-101** **PERSONALITY DEVELOPMENT**

Type of Course: Soft Skill

Marking Scheme: **External Examination: 70 + Internal Exam 30**

Credit: 02

Unit	Content	No. of Hours	Marks
01	Emotional Intelligence: What is Emotional Intelligence, What is Emotional Quotient, Emotional Intelligence, Emotional, Enlightenment and Business, Emotional Literacy, Miscommunication, Validation, Importance of Emotions, Human Emotional Needs, Levels of Emotional Awareness, Managing Negative Emotions, Developing your EQ	6	14
02	Time Management: Time Management – an Overview, Description of Time management, Four Generations of Time Management, Identifying and Eliminating Time wasters, Strategies For Managing Time, Time-tested Time Management Tips, Decision Making, Making Commitments and Meeting Deadlines	6	14
03	Negotiation Skills: Negotiation Skills, Guidelines for Successful Negotiation, Negotiations and resolving Conflicts, Distributive Vs Integrative, The Intangibles, Some Tricks, Types of Negotiators, Soft, Hard and Principled Negotiation, Dealing with Difficult People	6	14
04	Business and Social Etiquette: Introduction, Workplace Etiquette, Travel Etiquette, Formal Dressing Etiquette, Dining Etiquette, Wine matters, Being a Good Guest, Being a Good Host, The Etiquette of Gift Giving Team Building: Team Building, Basic Team Organization and Characteristics, Team Motivation, Empowering People, Conditions of Effective Team Building	6	14
05	Customer Relationship Management: Customer Relationship Management (CRM), What is CRM, Why CRM, How to Achieve a Better and Stronger Relationship with your Customer?, How to Achieve Customer Delight?, Customer Focused Selling	6	14

Reference Books:

1. David A. Whetten and Kim S. Cameron, Developing Management Skills, 8th Edition, Pearson
2. Felix, Oberman. From Hello to Hired: Your Guide to Resume Building and Interview Skills. How to land your ideal job, Kindle Edition, 2015
3. Richard Smith HOW TO GET HIRED: The Step-by-Step System: Standing Out from the Crowd and Nailing the Job You Want, 2015,
4. Emma Sue-Prince, The Advantage: The 7 soft skills you need to stay one step ahead, Pearson
5. Gulati, Sarvesh. Corporate Skills. New Delhi: Rupa and Co, 2010 and SOFTSPAN (India) PVT. LTD. New Delhi.



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B.B.A.
SEMESTER - I

Course: **Foundation Course**

Course No. **BBA-FC-102** **INDIAN CULTURE**

Type of Course: Foundation Course

Marking Scheme: **External Examination: 70 + Internal Exam 30**

Credit: 02

Unit	Content	No. of Hours	Marks
01	Indian Culture: An Introduction 1. Characteristics of Indian culture, Significance of Geography on Indian Culture. Society in India through ages- Ancient period- varna and jaati, family and marriage in India, position of women in ancient India, Contemporary period; caste system and communalism.	6	14
02	Religion and Philosophy in India: Ancient Period: Pre-Vedic and Vedic Religion, Buddhism and Jainism, Indian philosophy Indian Languages and Literature 1. Evolution of script and languages in India: Harappan Script and Brahmi Script. 2. Short History of the Sanskrit literature: The Vedas, The Brahmanas and Upanishads & Sutras, Epics: Ramayana and Mahabharata & Puranas.	6	14
03	A Brief History of Indian Arts and Architecture Indian Art & Architecture: Gandhara School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture.	6	14
04	Indian Painting Tradition: ancient, medieval, modern Indian painting and odishan painting tradition, Performing Arts: Divisions of Indian classical music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional, Rise of modern theatre and Indian cinema.	6	14
05	Spread of Indian Culture Abroad 1. Causes, Significance and Modes of Cultural Exchange - Through Traders, Teachers, Emissaries, Missionaries and Gypsies 2. Indian Culture in South East Asia India, Central Asia and Western World through ages	6	14

Reference Books:



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B.B.A.
SEMESTER - I

Course: **Core Course**

Course No. **BBA-CC-103** **PRINCIPLES OF MANAGEMENT**

Type of Course: Core Course

Marking Scheme: **External Examination: 70 + Internal Exam 30**

Credit: 03

Unit #	Content	No. Of Hours	Marks
01	Management : Meaning and Process of Management Planning : Meaning, Planning Process, Planning Premises, Types of Plans - based on breadth and use.	09	14
02	Forecasting : Meaning, Techniques of forecasting-historical and analogy method, survey method, business barometers, time series analysis, regression analysis significance and limitation of forecasting	09	14
03	Decision Making : Meaning; Decision making process, Technique of decision making – decision tree, PERT and CPM. Organisation : Introduction: Meaning of Organising and Principle of Organising,	09	14
04	Departmentation : Meaning; Bases of departmentation –function wise, product wise, territory wise, process wise, customer wise. Delegation : Meaning ; Element of delegation, principles of effective delegation ; Centralization and Decentralization - Meaning ; factor affecting degree of centralization and decentralization	09	14
05	Types of Organizations : <i>Formal organization</i> : Line, Functional and line and staff, committee(only meaning advantages and limitation of all the four forms); <i>Informal organization</i> : Meaning; Benefits ; problems	09	14

Reference Book:

1. Author Name: L.M. Prasad "Principle of Business Management" Sultan Chand and sons, 9th edition /2015
2. Karminder Ghuman and K. Aswathapa Management- concept, practice and cases ; Tata McGraw Hill; 1st edition(2010)



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SEMESTER - I

Course: **Core Course**

Course No. **BBA-CC-104** **FINANCIAL ACCOUNTING**

Type of Course: Core Course

Marking Scheme: **External Examination: 70 + Internal Exam 30**

Credit: 03

Unit #	Content	No. Of Hours	Marks
01	FUNDAMENTALS OF ACCOUNTANCY: Meaning, Scope and Utility of Accounts, Methods of keeping Books of Accounts, Difference between Book Keeping and Accountancy, Users of Accounts, Fundamental Accounting Equation, Types of Accounts, Rules of Debit and Credit, Types of Transactions, Types of Assets and Liabilities ACCOUNTING CONCEPTS, CONVENTIONS & PRINCIPLES: Accounting Principles, Policies, Concepts and Conventions. Generally Accepted Accounting Principles, Identification of different Accounting concept applied in various transactions, its accounting entries and its presentation in Annual Financial Statement.	09	14
02	CAPITAL, REVENUE, DEFERRED REVENUE EXPENSES, RESERVES, PROVISIONS AND CONTINGENT LIABILITY: Meaning and difference between Capital and Revenue Incomes and Expenses, Identification of Capital and Revenue Expenses and Incomes, Meaning of Deferred Revenue Expense, Difference between Reserves and Provisions, meaning of Contingent Liability	09	14
03	ACCOUNTING FOR NON TRADING CONCERNS: Meaning of Non Trading Concern, Annual Financial Statements of Non Trading Concerns (NTC), How NTC differs from Trading Concern, Identification of Capital and Revenue Items for non-trading organizations, Receipts and Payments Account, Income and Expenditure Account, Balance Sheet, Concept of different funds and their accounting treatment.	09	14
04	FINAL ACCOUNTS OF SOLE PROPRIETARY CONCERN: Preparation of Final account of sole Trading.	09	14
05	ACCOUNTING ENTRIES IN TALLY 7.2 USING VOUCHERS: Relevant vouchers in printed/physical form to be provided to students as a documentary evidence and accounting entries in Tally 7.2 (accounts only) to be passed and it will be evaluated on the basis of Day Book, Trial Balance, Profit and Loss Account and Balance Sheet.	09	14

Reference Book:

1. Accounting for Managers – J. Made Gowda – Himalaya Publishing House
2. Introduction to Accountancy – T. S. Grewal & S. C. Gupta – S. Chand – 8th Edition
3. Modern Accountancy - HanifMukerji – TMH
4. Financial Accounting by Dr. KaustubhSontake – 1st Edition – Himalaya Publishing House



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B.B.A.
SEMESTER - I

Course: **Core Course**

Course No. **BBA-CC-105** **FORMS OF BUSINESS ORGANIZATIONS**

Type of Course: Core Course

Marking Scheme: **External Examination: 70 + Internal Exam 30**

Credit: 03

Unit	Detailed Syllabus	Credit	Marks
1	Joint Stock Company: Meaning; definition under the Company's Act 1956; types; difference between Public Ltd. and Pvt. Ltd. companies; formation procedure (promotion, incorporation, subscription and commencement); Memorandum of Association, Articles of Association, Prospectus and Statement in lieu of Prospectus.	9	14
2	Company Management, Director - meaning; definition under Company's Act 1956; position; qualifications and disqualifications of a director; number of directors; powers, duties and liabilities of directors. Managing Director - definition under Company's Act 1956; position; appointment and disqualifications; remuneration to Managing Director. Company Secretary - definition under Company's Act 1956; position, qualifications; appointment; powers and duties of a Company Secretary.	9	14
3.	Company Meetings, Resolutions and Minutes (10 Hours) Company meetings - Meaning; types i. Shareholders meetings - statutory meeting; AGM and EGM; provisions regarding quorum, agenda, time and place of holding the meetings, notice; purpose of holding these meetings; business transacted at these meetings. ii. Board Meetings - provisions regarding time, place, notice, quorum, agenda; purpose of holding board meetings. Resolutions - meaning; types; Minutes - meaning; signing	9	14
4	Business Combinations - Meaning; causes/reasons of combinations; economies and diseconomies of combinations; types - horizontal, vertical forward and backward, lateral convergent and divergent, circular; forms - associations, federations, partial and total consolidations.	9	14
5	Other Popular forms of business, Sole trade: Formation, advantages and dis-advantages, Partnership firms of different types, Formation and legislative impacts, Advantages and dis-advantages	9	14

References:

1. Text: M C Shukla; Business Organization and Management; S. Chand Publication; 18th edition.
Reference Book: Fundamentals of Business Organisation & Management by Y.K. Bhushan (Sultan chand & Sons)



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B.B.A.
SEMESTER - I

Course: **Core Course**

Course No. **BBA-CC-106** **PRINCIPLES OF ECONOMICS (MICRO)**

Type of Course: Core Course

Marking Scheme: **External Examination: 70 + Internal Exam 30**

Credit: 03

Unit	Detailed Syllabus	Credit	Marks
1	Introduction to Economics: Basic problems of an Economy, Various definitions of economics, Concept of price mechanism, Nature and scope of economics, Micro and Macro economics, Positive and normative economics,	9	14
2	Consumer Behavior & Market structure: Concept of need & want, Concept of Utility, Total Utility and Marginal Utility, The law of diminishing marginal utility, Concept of Consumer surplus & its importance. Classification of market: Meaning & Characteristics of different competitions.	9	14
3.	Demand and Supply Analysis: Concept of demand - Determinants , The law of demand, Elasticity of demand - meaning, types, factors and importance, Concept of Supply: Determinants , The law of supply, Elasticity of supply: meaning, types, factors and importance,	9	14
4	Cost & Production Concepts: Meaning of cost, Accounting cost & Economic cost, Direct and Indirect cost, Actual and opportunity cost, Private and social cost. Short run and long run cost. Production Function, The law of variable proportions, Economics and diseconomies of scale, Returns to scale.	9	14
5	Theories: Marginal productivity theory of distribution, Modern theory of distribution, Liquidity preference theory of interest, Loanable fund theory of interest, Theories of profit.	9	14

References:

1. Business Economics, H.L.Ahuja, S.Chand& Company Ltd.
2. Principles of economics, B.S.ShahPrakashan
3. Keynesian & Post Keynesian Economics – S. P. Gupta
4. Indian Economy, Dutt&Sundaram
5. Microeconomics for Management studies, Ravindra H. Dholakiya& Ajay N.Oza, Oxford University Press.



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B.B.A.
SEMESTER - I

Course: **Core Course**

Course No. **BBA-CC-107** **COMPUTER APPLICATIONS IN BUSINESS**

Type of Course: Core Course

Marking Scheme: **External Examination: 70 + Internal Exam 30**

Credit: 03

Unit	Detailed Syllabus	Credit	Marks
1	Introduction to Computers: Concept, - types of hardware & software Input – output devices and generation of computers	9	14
2	Introduction to Operating System: Concept, types and functions of operating system Dos v/s latest operating system – exg. Linux etc	9	14
3.	Introduction to Word Processing: Concept and use of word documents Documents – creating, formatting & designing documents Mail merge	9	14
4	Introduction to Spread sheet: Generate and format of the spreadsheet Functions – concept and uses and creating graphs	9	14
5	Introduction to Internet –Multimedia-Web: History of internet – introduction to Email – introduction to HTML & Tags – introduction to multimedia and web	9	14

References:

1. PC software made easy, Taxali – TMH
2. Introduction to microcomputers- PHI



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B.B.A. SEMESTER - I

Course: **Core Course**

Course No. **BBA-CC-108 BUSINESS COMMUNICATION - I**

Type of Course: Core Course

Marking Scheme: **External Examination: 70 + Internal Exam 30**

Credit: 03

Objectives:

- 1 To gain knowledge of basics of communication.
- 2 To acquaint students with importance of business letters and its theory.
- 3 To acquaint students with business correspondence and its importance.
- 4 To make students familiar with modern means of communication.
- 5 To develop skills of effective presentation and interview.

Books:

- 1 "Business Communication" Rai & Rai, Himaliya Publishibg House, Mumbai.
- 2 "Essentials of Business Communication" Rajendra Pal and J.SC. Korhali - New Delhi.
- 3 "Business Communication". K.K. Sinha - Galgotia Publishing Company, New Delhi.

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
1	<p><i>Essentials of Communication:</i></p> <ol style="list-style-type: none"> 1 Introducing Communication. Meaning & Definition of Communication. 2 Process of communication. 3 7 Cs of Effective Communication. 4 Objectives of Communication. 5 Formal and Informal Channels of communication. 6 Merits & demerits of Oral and Written Communication. 7 Internal and External Organizational Communication. 8 Merits & demerits of Vertical & Horizontal Communication. 9 Diagonal Communication. 10 Categorization of Barriers to Communication. <ul style="list-style-type: none"> ➤ Physical and External Barriers of Communication. ➤ Semantic and Language Barriers of Communication. ➤ Socio - psychological Barriers of Communication. ➤ Organizational Barriers of Communication. ➤ Corporate Communication Barriers of communication. 11 Methods of Overcoming Communication Barriers. 	09	14
2	<i>Business Letters: Theory and Practice</i>	09	14
	<ol style="list-style-type: none"> 1 Introduction to Business Letter. 2 The 7 -Cs of Letter Writing. 3 Lay Out of Business Letter. 4 Parts of Business Letters. 5 Forms of Business Letter. 6 Appearance of Business Letter. 7 Drafting of Inquiry Letters. 8 Solicited & Unsolicited Letters. 9 Quotation Letters. 10 Orders and their Execution. 		



3	<i>Business Correspondence: Theory and Practice.</i>	09	14
	<p><u>A</u></p> <ol style="list-style-type: none">1 Sales Letters.2 Importance of Sales Letter.3 Sales Letter as Ambassador of Businessmen.4 A-I-D-C-A Sales Formula.5 Pattern-Sales Letters on various white goods & daily Utility products eg. Washing Machine; Colour LCD; Two wheelers; four wheelers etc.6 Reminder-Persuasion-Legal Threat and Warning- Legal Actions asking for payment by installments, asking for payment by offering special discount or rebate.7 Goodwill Letters. Credit & Status Inquiry Letter.<ul style="list-style-type: none">➤ Letters asking for credit information from banks and business firms.➤ Letters giving favourable opinion.➤ Giving unfavourable opinion.➤ Giving mixed opinion.➤ Letters granting credit.➤ Refusing credit.➤ Partially granting credit8 Complaints and Adjustment Letter.<ul style="list-style-type: none">➤ Drafting and Effective Letter of Complaint.➤ Attitude towards complain and Reply.➤ Replies to Complaints.➤ Adjustment Policies.➤ Characteristics of a Well Drafted Adjustment Letter. <p style="text-align: center;"><u>B</u></p> <ol style="list-style-type: none">9 Circular Letters:<ul style="list-style-type: none">➤ Characteristics of Circular Letters.➤ Importance of Circulars as medium of Communication in corporate world.➤ Circulars Letters written on following Occasions:<ul style="list-style-type: none">➤ Opening of new branch/business.➤ Shifting of Premises.➤ Admission of Partner.➤ Death/Retirement of a partner.➤ Dismissal of an employee.➤ Price rise/ price reduction of a product.➤ Stock Clearance/ Festival sale.10 Notices, Agenda and Minutes writing of the following Joint Stock Company Meetings:<ul style="list-style-type: none">➤ Types of Joint stock Company Meetings.➤ Structure of a Notice.➤ Preparation of Agenda.➤ Types of Resolution and its drafting.➤ First Board Meeting.➤ Routine Board Meeting.➤ Statutory Meeting.➤ Extraordinary General meeting.➤ Meeting held prior to A.G.M.➤ Annual General Meeting.		



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4	<u>Use of Technology in Business Communication.</u>	09	14
	<ul style="list-style-type: none"> ➤ Introduction to Computer Based Communication Tools. Advantages and Limitations each of these. ➤ Word Processor. ➤ Telex. ➤ Facsimile (fax), Email, Voice mail, Internet, Multimedia, Teleconferencing. Video Conferencing. ➤ Introduction to Emails. ➤ Classification and Purpose of Email. ➤ Structure and Layout of Email. ➤ Style, Content, Etiquettes and effectiveness of Email. 		
5	<u>Presentation and Interview.</u>		
	<p>1 Presentation Skills.</p> <ul style="list-style-type: none"> ➤ Introduction. Planning, Preparation. ➤ Use of Visual aids in presentation. <p>2 Interviews: Introduction to Interviews.</p> <ul style="list-style-type: none"> ➤ Objectives of Interviews. ➤ Types of Interviews. ➤ Job Interviews. ➤ Face to Face Interviews. ➤ Telephonic Interview. ➤ Preparation-Process. ➤ How to become an effective interviewer? & Interviewee? ➤ Suggestions for successful Interview. 		

Break up of Continuous Internal Evaluation

Assignment 30 Marks.

Important Note:

For Unit: 01

- "Essentials of Business Communication" Rajendra Pal and J.SC. Korhali – New Delhi. Chapter: 01 "Introducing Communication". Page No: EC: 01
- Chapter No: 02 "Objectives of Communication". Page No: EC: 07
- Chapter No: 04 "Types of Communication". Page No: EC: 36.
- "Business Communication" by Sathya Swaroop Debasish & Bhagaban Das. PHI Private Ltd. Section: 01, Chapter: 01 "Communication: An Overview. Page No: 0 3to 29. Chapter: 02, Page No; 30 to 45, Chapter: 03 Page No: 46 to 56. Chapter: 04 Page No: 57 to 76.

For Unit: 02

- "Business Communication" by Sathya Swaroop Debasish & Bhagaban Das. PHI Private Chapter: 03 Page No: 46 to 56.
- "Business Communication" Rai & Rai Himaliya Publishing House. Part: II Chapter No: 17, Page No: 195 to 208.

For Unit: 03

- Business Communication" Rai & Rai Himaliya Publishing House. Part: II Chapter No: 22 'Sales Letters. Page No: 252 to 266.
- Business Communication" Rai & Rai Himaliya Publishing House. Part: II Chapter No: 23, Page No: 267 to 278.
- "Essentials of Business Communication" Rajendra Pal and J.SC. Korhali – New Delhi.
- Part: II, Chapter No: CC: 07 Page No: CC-70., Chapter No: CC: 08, Page No: CC: 84. Chapter No: CC: 10, Page NO: CC: 122.

For Unit: 04

- "Business Communication" by Sathya Swaroop Debasish, Bahaman Das. PHI Learning Pvt,Ltd. Fourth Edition. 2014. Delhi. Section: III, Chapter No: 15, Page No: 262 – 271. "Email Writing".



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- “Business And Managerial Communication” by Sailesh Sengupta PHI Learning Pvt, Ltd. Chapter: 10 “Business Correspondence, Business Meetings and Technology” Page No: 241-274.
- “Business Communication” by Rai & Rai Himaliya Publishing House Chapter 04 “Media and Modes” Page No: 32-46.

For Unit: 05

- “Business Communication” by Rai & Rai Himaliya Publishing House Chapter: 09, Page No: 87 to 98. PartIII: Chapter No: 29, Page No: 343 to 354.
- “Business Communication” by Sathya Swaroop Debasish, Bahaman Das. PHI Learning Pvt,Ltd. Fourth Edition. 2014. Delhi. Section: II, Chapter No: 05, Page No: 79 to 101. Chapter: 09, Page No: 145 to 170.

Further Reading:

- 1 Media and Communication Management – C.S. Rayudu – Himaliya Publishing.
- 2 Business Communication (Principles and Techniques) Nirmal Singh – Deep & Deep Publications Pvt. Ltd. New Delhi.
- 3 Business Communication Dr. S.V. Kadvekar, Prin. Dr.C.N.Rawal, and Prof. Ravindra Kothavade – Diamond Publications, Pune.
- 4 Business Correspondence and Report Writing – R.C. Sharma, Krishna Mohan- Tata McGrwaw – Hill Publishing Company Limited, New Delhi.
- 5 Technical Communication (Principles & Practice) Meenakshi Raman and Sangeeta Sharma – Oxford University Press, New Delhi.
- 6 “Business Communication” by Sathya Swaroop Debasish, Bahaman Das. PHI Learning Pvt,Ltd. Fourth Edition. 2014. Delhi.
- 7 50 Ways to improve your Presentation Skills in English, BobDignen, Orient Black Swan, Hyderabad.



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SEMESTER - I

Course: **Core Course**

Course No. **BBA-CC-109** **BASICS OF MATHEMATICS**

Type of Course: Core Course

Marking Scheme: **External Examination: 70 + Internal Exam 30**

Credit: 03

Unit#	Content	No. Of Hours	Marks
1	Set Theory: Definitions related to set, Venn Diagrams, rules of set operation, Cartesian product of two sets	09	14
2	Permutation & Combination: Introduction, important notations, meaning & its application	09	14
3	Function: definitions, types of function, functions in commerce & economics: Supply & demand function, cost function, revenue function, profit function, Break even point	09	14
4	Limit: Meaning, rules of limit, important formulae for limits, examples of limit	09	14
5	Differentiation: definition of derivative, derivative of function, important formulae for derivatives, rules of derivative (addition, subtraction, multiplication, division & chain), first order of derivative.second derivative, Application of differentiation (maximum & minimum value of a function, law of demand & supply, market equilibrium price	09	14

Reference books:

1. Business Mathematics, D.C.Sancheti&V.K.Kapoor, S.Chand& Sons
2. Business Mathematics, J.K.Singh&Deepti Rani, Himaliya Publishing House
3. Business Mathematics, G.C.Patel& A.G. Patel, AtulPrakashan.