



MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY

NAAC Accreditation Grade "B"
(With effect from Academic Year 2016-17)

B.B.A.
SEMESTER - II

Course: **Soft Skill**

Course No. **BBA-SS-201** **STRESS MANAGEMENT**

Type of Course: Soft Skill

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

Credit: 02

Unit	Content	No. of Hours	Marks
01	Stress Management: Introduction to stress, definitions, and elements of stress, psychological mechanism and phases of stress, Life events and Stress	6	14
02	Stress Models and Stressors: A stress Models, types of stress, nature of stress, Model of Organizational Stress, Model Occupational Stress, Stressors' Environmental Factors that produces stress, Stress and Work: A Model, types of Stressors	6	14
03	Burnout: A model of Burnout, Stress and Psychological adjustment, Some Major Causes, Major Effects, Can it be reversed?	6	14
04	Stress Causes, Consequences and Symptoms: Stress Consequences, Symptoms and diagnosis of Stress, other effects of stress, rating Occupation, Causes of Stress , Environmental causes, organizational causes, personal causes	6	14
05	Managing Stress: Way to deal with stress, Methods to reduce stress, Meditation, yoga, Time Management, Bio Feedback, Organizational strategies to manage stress, Employee Assistance Programmes (EAPs)	6	14

Reference Books:

1. Walt Schafer, Stress Management, 4th Edition, Wadsworth CENGAGE Learning, New Delhi
2. D.M.Pestonjee, Stress and Coping, The Indian Experience, second edition, sage publication, New Delhi.
3. Dr. Niraj Kumar, Organizational Behaviour: A New Look Concept, Theory and Practice, first edition 2009 and Reprint 2012, Himalaya Publishing House.
4. V.S.P. Rao, Human Resource Management: text and cases, 3rd Edition Excel Books, New Delhi



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B.B.A.
SEMESTER - II

Course: **Foundation Course**

Course No. **BBA-FC-202 ENVIRONMENTAL STUDIES**

Type of Course: Foundation Course

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

Credit: 02

Unit #	Content	No. Of Hours	Marks
01	Ecosystems Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. • Food chains, food webs and ecological pyramids. introduction, types, characteristic features, structure and function of the following ecosystem :- a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	06	14
02	Biodiversity and its conservation • Introduction — Definition: genetic, species and ecosystem diversity. • Biogeographical classification of India • Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values Biodiversity at global, National and local levels. 4. • India as a mega-diversity nation • Hot-spots of biodiversity. • Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts. • Endangered and endemic species of India • Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity	06	14
03	Environmental Pollution Definition • Causes, effects and control measures of:- a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution • • e. Noise pollution f. Thermal pollution g. Nuclear hazards • Solid waste Management : Causes, effects and control measures of urban and industrial wastes. • Role of an individual in prevention of pollution. Pollution case studies. • Disaster management : floods, earthquake, cyclone and landslides	06	14
04	Social Issues and the Environment • From Unsustainable to Sustainable development • Urban problems related to energy • Water conservation. rain water harvesting, watershed management Resettlement and rehabilitation of people: its problems and concerns. Case studies. Environmental ethics: issues and possible solutions. Climate change. global warming, acid rain, ozone layer depiction. nuclear accidents and holocaust. Case studies. Wasteland reclamation. • Consumerism and caste products. • Environment Protection Act (Prevention and Control of Pollution) Act. 4 • Water (Prevention and control of Pollution) Act • Wildlife Protection Act • Forest Conservation Act • Issues involved in enforcement of environmental legislation. • Public awareness	06	14



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05	Human Population and the Environment • Population growth, variation among nations. • Population explosion — Family Welfare Programme. • Environment and human health. • Human Rights. • Value Education. • HIV / AIDS. • Women and Child Welfare. Role of Information Technology in Environment, Study of common plants, insects, birds. Study of simple ecosystems-pond, river, hill slopes, etc.	06	14
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Reference Book:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad — 380 013, India, Email: mapin@icenet.net (R)
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
4. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
5. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001. Environmental Encyclopedia, Jaico Publ. House. Mumbai, 1196p
6. Dc A.K., Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment (R)
8. Gleick, 11.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press. 473p
9. Hawkins R.E, Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
10. Heywood, VII & Watson, R.I. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
11. Jadhay. & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
12. Mckinnon, M.L. & Schoch. R.M. 1996. Environmental Science systems & Solutions. Web enhanced edition. 639p.
13. Mhaskar A.K. Matter Hazardous, Techno-Science Publications (TB)
14. Miller T.O. Jr., Environmental Science, Wadsworth Publishing Co. (TB)
15. (Num, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA. 5741 i 6. Rao M N. & Dana, A.K. 1987. Waste Water treatment. Oxford & I 11311 Publ. Co. Pvt. Ltd. 345p



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B.B.A.
SEMESTER - II

Course: **Core Course**

Course No. **BBA-CC-203** **COST ACCOUNTING**

Type of Course: Core Course

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

Credit: 03

Unit #	Content	No. Of Hours	Marks
01	BASIC CONCEPTS OF COSTING: Meaning of Costing, Objectives of Cost Accounting, Functions of Cost Accountant, Advantages of Cost Accounting, Objections to Cost Accounting	09	14
02	Elements of Cost, Types of Costing, Cost Classification, Methods of Costing, Terms used in Costing (cost concepts for decision making)	09	14
03	Preparation of Simple cost Sheet (Only single product costing), Tender Cost Sheet (Estimated Cost Sheet)	09	14
04	RECONCILIATION OF COST AND FINANCIAL ACCOUNTING Preparation of Reconciliation Statement based on Cost Sheet and Profit & loss Account.	09	14
05	NON-INTEGRAL ACCOUNTING (COST CONTROL ACCOUNTS) Cost ledger Control Accounts, Journal entries and preparation of Cost Control Accounts.	09	14

Reference Book:

1. Cost Accounting Text and Problems by M. C. Shukla, T. S .Grewal and M. P. Gupta – S Chand – 10th Edition
Ref. Books : Management Accounting by Paresh Shah – Oxford University Press
Cost Accounting by J. Made Goda – Himalaya Publishing House – 1st Edition
Cost Accounting by Jawahar Lal & Seema Srivastava – Tata McGraw Hill Publication - 2008 Edition



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B.B.A.
SEMESTER - II

Course: **Core Course**

Course No. **BBA-CC-204** **PRINCIPLES OF ECONOMICS (MACRO)**

Type of Course: Core Course

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

Credit: 03

UNIT	DETAILED SYLLABUS	CREDIT	MARKS
1	Profile of Indian Economy-1 Concept & importance of macro economics. Features of India a developing economy	09	14
2	Profile of Indian Economy-2 National Income – concept, methods and difficulties Introduction to different sectors – agriculture, industry & service	09	14
3	Introduction to Socio-Economic Problems Population – size and growth Poverty – types and causes Unemployment – types and causes Inflation – types, causes and control	09	14
4	Basics of Economic Theories Theory of income and employment – J B Says law of market Theory of income and employment – Keynesian Theory Business cycle – concept and theories	09	14
5	Money, Banking & International Trade Money – concept, evolution, function and value of money Bank – concept, functions of Commercial bank and RBI International Trade – concept , introduction to Balance of Trade and Balance of Payment	09	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 – II

Course: **Core Course**

Course No. **BBA-CC-205** **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	Staffing: Meaning; Human Resource planning- Meaning, Importance ;Job analysis- Meaning, Importance;	9	14
02	Recruitment- Meaning, source of recruitment; Selection- Meaning, Process; Training- Meaning, Method of training – job rotation, lecture/ conferences, vestibule (a short note on these	9	14
03	Directing: Meaning and principle of directing, Motivation: Meaning , Theories of motivation – Herzberg’s Two factor theory, McGregor’s theory of X and theory of Y and theory Z; Leadership- Meaning; Theories of Leadership – Blank and Mouton’s managerial grid, Leadership continuum; Communication: Meaning and Importance	9	14
04	Control: Meaning , Nature and importance of control, the control process, Essential/ Principle of effective control system , Technique of control – Break even analysis	9	14
05	Emerging Issue in Management: <i>Knowledge Management</i> : Meaning and Objective; <i>Technology Management</i> : Meaning, functions, Limitation ; <i>Corporate Social Responsibility</i> : Meaning, arguments for and against CSR	9	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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B.B.A.
SEMESTER - II

Course: **Core Course**

Course No. **BBA-CC-206 BUSINESS COMMUNICATION - II**

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 No	Detailed Syllabus.	Teaching Hours.	Marks/Weight
Unit: 01	<p><u>Soft Skills & Interpersonal Communication.</u></p> <ol style="list-style-type: none">1 Introduction & Definition.2 Types of Soft Skills.3 How to develop Soft Skills.4 Interpersonal & Interpersonal Communication.5 Importance of Interpersonal Communication.6 Characteristics of Interpersonal Communication.7 How to develop Interpersonal Skills.	09	14
Unit: 02	<p><u>Employment Related Communication.</u></p> <p>(a) <u>Job Application and Resume Writing.</u></p> <ol style="list-style-type: none">1 Introduction.2 Types of application letters.3 General guidelines for Resume writing.4 Drafting of Resume, Bio-data, and Curriculum Vitae. <p>(b) <u>Personnel Letters.</u></p> <ol style="list-style-type: none">1 Drafting of Interview Letters.2 Letter of Appointment.3 References.4 Confirmation.5 Promotion.6 Resignation.	09	14
Unit: 03	<p><u>Methods of Communication.</u></p> <ol style="list-style-type: none">1 Verbal & Nonverbal Communication.2 Body language.3 Paralanguage.4 Objectives of Public Relations.5 Internal & External Public Relations.6 Image building.7 Use of Mass Media for Public Relations.	09	14



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Unit:04	<u><i>Business Correspondence:</i></u> (a) Report Writing: (1) Introduction. (2) Types of Reports. (3) Parts of Reports. (4) Drafting Business Reports. (b) Proposal Writing. (1) Introduction. (2) Types of Proposal. (3) Parts of Proposal. (4) Drafting Business Proposal.	09	14
Unit:05	<u><i>Group Discussion</i></u>	09	14
	(1) Introduction. (2) Importance of Speaking & Listening. (3) Group Discussion as part of a Selection Process. (4) Characteristics of good Group Discussion. (5) Seating arrangement in Group Discussion. (6) Assessment Process in Group Discussion. (7) Drafting an imaginary Group Discussion.		

Break up of Continuous Internal Evaluation

Assignment 30 Marks.

Important Note:

For Unit: 01

1 "Business Communication". By Sathya Swoop Debasish & Bhagaban Das. PHI Private Limited. New Delhi. Fourth Printing-2014. Section: 01, Chapter: 01, Page No: 03 to 29.

For Unit: 02

- 1 'Business Communication'. Rai & Rai, Himaliya Publishing House. Mumbai. Part: II, Chapter: No: 15, Page No: 148 to 163.
- 2 'Business Communication'. Rai & Rai, Himaliya Publishing House. Mumbai. Part: II, Chapter: No: 16, Page No: 182 to 194.
- 3 "Business Communication". By Sathya Swoop Debasish & Bhagaban Das. PHI Private Limited. New Delhi. Fourth Printing-2014. Section: II, Chapter: 17, Page No: 282 to 302.

For Unit: 03

- 1 'Business Communication'. Rai & Rai, Himaliya Publishing House. Mumbai. Chapter: 03, Page No: 20 to 31. Part: II, Chapter No: 16, Page No: 182 to 194.
- 2 "Business Communication". By Sathya Swoop Debasish & Bhagaban Das. PHI Private Limited. New Delhi. Fourth Printing-2014. Section: 01, Chapter: 01, Page No: 03 to 29. Section: II, Chapter: 10, Page No: 171 to 192.

For Unit: 04

- 1 'Business Communication'. Rai & Rai, Himaliya Publishing House. Part: II, Chapter No: 26, Page No: 300 to 316.
- 2 "Business Communication". By Sathya Swoop Debasish & Bhagaban Das. PHI Private Limited. New Delhi. Fourth Printing-2014. Section:II, Chapter No: 18, Page No: 303 to 327.

For Unit: 05



- 1 "Business Communication". By Sathya Swoop Debasish & Bhagaban Das. PHI Private Limited. New Delhi. Fourth Printing-2014. Section:II, Chapter No: 06, Page No: 102 to 110. And Chapter: 07, Page No: 111 to 130.
- 2 "Group Discussion at a glance" Competitive Success Review, Sudha Publication Pvt. Ltd. New Delhi.
- 3 Taxman's "Business Communication and Organization and Management". By Rohini Aggarawal. Second Edition, 2008. New Delhi. Chapter: 05, Page No: 54 to 69.

Additional Reading:

- 1 "Essentials of Business Communication" Rajendra Pal and J.SC. Korhali – New Delhi.
 - 2 "Business Communication", K.K. Sinha – Galgotia Publishing Company. New Delhi.
 - 3 Media and Communication Management – C.S. Rayudu – Himaliya Publishing.
 - 4 Business Communication (Principles and Techniques) Nirmal Singh – Deep & Deep Publications Pvt. Ltd. New Delhi.
 - 5 Business Communication Dr. S.V. Kadvekar, Prin. Dr.C.N.Rawal, and Prof. Ravindra Kothavade – Diamond Publications, Pune.
 - 6 Business Correspondence and Report Writing – R.C. Sharma, Krishna Mohan- Tata McGrwaw – Hill Publishing Company Limited, New Delhi.
 - 7 Technical Communication (Principles & Practice) Meenakshi Raman and Sangeeta Sharma – Oxford University Press, New Delhi.
 - 8 "Business Communication" by Sathya Swaroop Debasish, Bahaman Das. PHI Learning Pvt,Ltd. Fourth Edition. 2014. Delhi.
 - 9 50 Ways to improve your Presentation Skills in English, BobDignen, Orient Black Swan, Hyderabad.
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B.B.A.
SEMESTER - II

Course: **Core Course**

Course No. **BBA-CC-207** **GROWTH & STRUCTURE OF INDUSTRIES**

Type of Course: Core Course

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

Credit: 03

Unit #	Content	No. Of Hours	Marks
01	Introduction: Meaning of industry and industrialization, Significance of industrialization in India, Factors hampering India 2	09	14
02	Location of Industries: Meaning and importance of location, Weber's theory of location and factors affecting location, Agglomeration and Deglomeration, Dynamics of industrial location	09	14
03	Small Scale and Cottage Industries: Meaning, characteristics and classification (cottage, modern SSI and tiny units), Importance of SSI in Indian economy, Problems faced by SSIs, Policy measures for SSIs (Government Assistance to SSIs, Industrial Estates, DICs, Policy of reservation for SSIs), the industrial policy 1991 and SSIs, Financial Institutions for SSI (NSIC, SIDBI, SFCs, SIDC)	09	14
04	Industrial Policy of India: An outline of the industrial policies 1948, Industrial Policy reforms, Industrial policy in -reform (1991) period, Provisions of the industrial policy after 1991, Contemporary issues in Industrial polity	09	14
05	Policies for Industrial Sickness, Meaning of industrial sickness, causes of industrial sickness in India, Government's measures for sick industrial units .Indian Industries and the Energy problem, Sources of Energy, Energy Crisis and Measures to solve Energy Crisis	09	14

Reference Book:

- (1) Indian Economy (28th Revised Edition) by Mishra &Puri (Himalaya Publication)
- (2) Industrial Economy of India by S.S.M Desai & N. Bhalerao

Reference Book:

- (1) Indian Economy by Datt&Sundharam (S.Chand Publication)



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B.B.A.
SEMESTER - II

Course: **Core Course**

Course No. **BBA-CC-208 BUSINESS MATHEMATICS**

Type of Course: Core Course

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

Credit: 03

Unit#	Content	No. Of Hours	Marks
1	Mathematics for Finance: Simple interest, compound interest, effective rate of interest, Annuity: Future value of annuity, present value of Annuity, Sinking fund method	09	14
2	Determinant: Determinant of order two & three, cramer's rule, properties of determinant	09	14
3	Matrices: Introduction, difference between determinant & matrix, types of matrix, operation of matrix :addition & subtraction of matrices, multiplication by scalar, multiplication of two matrices, inversion of matrix up to 3×3 using adjoint matrix, application to Business problems	09	14
4	Co-ordinate Geometry: Introduction, Cartesian Co-Ordinate System, Distance between two points, Slope of line, slopes of Parallel and perpendicular lines, equations of a line Two Point Form Point slope form Intercept form Two intercept form General form	09	14
5	Sequence & Series: Concept, Arithmetic progression, Geometric progression Harmonic sequence, Arithmetic Mean, Geometric Mean, Harmonic Mean	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.



**B.B.A.
SEMESTER - II**

Course: **Core Course**

Course No. **BBA-CC-209** **TALLY PRACTICAL**

Type of Course: Core Course

Marking Scheme: **External Examination: 100**

Credit: 03

Content
Tally Programme Learning

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.