First Semester

Curriculum

BBA (Full Time) 3 Yrs. Program of D.A.V.V., Indore

For

Affiliated Institutions
## Semester I

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Managerial Skills BB 101

Objective: To offer exposure of essential managerial skills to students and developing these skills I the students.

Scheme: Internal evaluation shall be of 20 marks. Internal- 10 marks for written test (Best of 2 out of 3), 10 marks will be for Project/Assignment/Presentation/Case Study End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions

Syllabus

Unit I: Introduction to skills & personal skills Importance of competent managers, skills of effective managers, developing self awareness on the issues of emotional intelligence, self learning styles, values, attitude towards change, learning of skills and applications of skills.

Unit II: Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity, conceptual blocks, conceptual block bursting. Skills development and application for above areas.

Unit III: Building relationship Skills for developing positive interpersonal communication, importance of supportive communication, coaching and counseling, defensiveness and disconfirmation, principles of supportive communications. Personal interview management. Skill analysis and application on above areas.

Unit IV: Team building: Developing teams and team work, advantages of team, leading team, team membership. Skill development and skill application.

Unit V: Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works. Skills development and skill application on above areas.

Unit VI: Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing.

Text Books
2. David A Whetten, Cameron Developing Management skills, PHI 2008
3. Ramnik Kapoor Managerial Skills PathMakers ,Banglore

Reference Books
**Fundamentals of Management BB 102**

**Objective:** To familiarize the student with the concepts and principles and functions of management and the recent developments in management practice.

**Scheme:** 20 marks for internal evaluation. Internal- 10 marks for written test (Best of 2 out of 3), 10 marks will be for Project/Assignment/Presentation/Case Study End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions

**Syllabus**

**Unit I:** Management concepts & Evolution: Definition - nature - scope and functions of management. Importance of management, role of manager, management and administration, functional areas of management, POSDCORB-Evolution of management thought - Relevance of management to modern industry, Govt., University, hospital & other institutions.

**Unit II:** Planning: Meaning, features, nature and importance of planning. Procedure, types of planning, Techniques. Elements of planning, principles of planning, planning and control, types of plans. Objectives, MBO.

**Unit III:** Organizing: Nature - purpose - organizational structure - Theories of organization - span of control - Line & staff functions. Authority & Responsibility - centralization and decentralization -delegation of authority.

**Unit IV:** Staffing: Staffing nature and purpose, selection, PA and Career planning

**Unit V:** Directing: Nature of directing - leadership qualities - styles - motivation - morale and discipline.

**Unit VI:** Controlling: The objectives and process of control - Role of information in control- Performance standard – Measurement of performance, remedial act – Integrated control system in an organization. Control techniques.

**Text Books**

1. Koontz, Weihrich *Essentials for Management: An International Perspective* TMH8e

**Suggested Readings**

Economics-1

Objective: To impart understanding of micro economic concepts.
Scheme: 20 marks for internal evaluation. Internal- 10 marks for written test (Best of 2 out of 3), 10 marks will be for Project/Assignment/Presentation/Case Study End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Syllabus
Unit II: Demand Analysis and Supply Analysis: Meaning of Demand, Types of Demand, Law of demand, Determinants of Demand, Demand Function, Elasticity of demand- price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand, Law of Supply, Supply Schedule, Supply Curve, Price elasticity of supply,
Unit IV: Cost and Revenue Analysis: Cost concepts, Elements of Cost, Relationship between Production and Cost, Average and Marginal cost curves, Relationship between average and marginal cost, Concept of revenue, Revenue Curve, Relationship between average and marginal revenue,
Unit V: Market Structures: Meaning of Market, Classification of markets, Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly Market.
Unit VI: International Tread :Balance of Payments, Concepts, Disequilibrium in BOP: Methods of Correction, Tread Barriers and Tread Strategy, Free Trade vs. Protection,

Text Books
2. D.N.Dwivedi, Managerial Economics, Vikas Publications, New Delhi –
3. S K Agarwala Microeconomics - Excel Books
4. Atmanand Managerial Economics Excel Books, New Delhi
Basic Accounting BB 104

Objective: To familiarize and develop an understanding of accounting concepts for effective recording of business operations of an entity with special reference to corporate form of business organization.

Scheme: The faculty member will award internal marks out of 20 (10 for Tests and 10 for project) The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will have 3 theory questions out of which students will be required to attempt any 2 questions. Section B carrying 60 marks will contain five practical/numerical problem(s), out of which a candidate is required to attempt any three.

Syllabus

Detailed Contents:

Unit I: Purpose of Accounting and its Place in Business, Limitations, Relationship with other Financial Areas. Advantages & Importance.

Unit II: Basic Accounting Concepts and conventions: Money Measurement Concept, Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accrual Concept, Conservatism, Materiality Concept, Consistency concept, and accounting conventions.


Unit IV: Bank Reconciliation statement.


Unit VI: Accounting for Depreciation and its importance in decision making. - Fixed Installment Methods & Reducing Balance Methods.

Unit VII: Preparation of final accounts of Joint stock companies and overview of Indian and International accounting standards.

Text Books:

1. Agrawal, Srinivasan Accounting Made Easy 1e Tata McGraw Hill
2. Sudhindra Bhat Management Accounting Excel Books, New Delhi
6. Jain & Jain Accounting for Manager, PathMaker, Bangalore

Reference Books:

5. Louderback, Managerial Accounting 10th edition, Cengage Learning India
HINDI BB – 105

Objective: To familiarize the student with the concepts and principles and functions of management and the recent developments in management practice.

Scheme: 20 marks for internal evaluation. Internal - 10 marks for written test (Best of 2 out of 3), 10 marks will be for Assignment/Presentation. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

हिंदी माध्यम का स्वाल्प –
1. हिंदी साहित्य का इतिहास
2. मानक माध्यम, ज्ञानक भाषा

• निर्माता –
3. निर्माता (मजबूत पत्र)
4. अन्तर्गत (मिशन थू)
5. उद्देश्य और माध्यम (समवेत यथा)

• कविता –
6. हिमालय के प्रति (समकालीन हिंदी)
7. महासागर (हिंदी)

• उपन्यास –
8. करंगुम्ब (समाजमत)
9. अन्तर्गत (संगीतक रचनात्मक)
10. राम दरबारी (मीलात शृंखला)

• व्याख्या –
11. संस्कृत शब्द
12. परम्परा या संस्कृतिया
13. संस्कृत लेखन
14. संस्कृत लेखन

• पत्र लेखन एवं संहिका –
15. अत्यन्तर
16. छंद
17. राम एवं नवर घटनाप्रकार
18. अशुद्ध संशोधन
19. शैली एवं प्रकार
20. साधारण पत्र लेखन
Information Technology BB 106

Objective: objective of course is to offer understanding of basics IT application in day
to day running of business.

Scheme: There shall be internal evaluation of 10 marks and practical examination for 20
marks. There shall be external examination for 70 marks in the paper. Internal shall be
evaluated on the basis of test and assignment.

Syllabus

Unit 1. Introduction to Computer
Hardware: Input / Output devices, storage devices and memory.
Software: System and Application Software, Compilers, Interpreters and
Assemblers. Computer Languages: Levels of languages, generation and their
features. Generation of Computer (Phases of development of computers).
Number System: Introduction to number system, binary, decimal, hexadecimal
and their inter conversions and their uses in computer system.

HTML:-Basics of HTML Tags

Unit 2. Operating Systems
DOS: External and Internal Commands and Features.
WINDOWS 7: Basic Operations, utilities and features.

Unit 3. UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm,

mv, ls, cat, mkdir, ch mod, rmdir, who, who am I, banner, date, kill, etc.).

Unit 4. MS Word 2007: Word basics, formatting text and documents, working
with headers, footers and footnotes, tabs, tables and sorting, working with
graphics, templates, wizards and sample documents, introduction to mail merge
and macros.

MS Access 2007: Database creation, screen/form design, report generation using
wizard

Unit 5. MS Excel 2007: Excel basics, rearranging worksheets, excel formatting
tips and techniques, introduction to functions, Excel’s chart features, working
with graphics, using worksheet as databases, automating “what-if” projects.

MS PowerPoint 2007: PowerPoint basics, creating presentation the easy way,
working with text in PowerPoint, working with graphics in power point

Unit 6 Information Technology: Introduction to IT and its development, Impact
and Future of IT in Business Organisation, Overview of the following: 4 GL,
Image processing, Virtual Reality, Video Conferencing, Decision Support

Unit 7 TALLY: Basic functions & Overview

Text Readings
1. Balagurusamy Fundamentals of Computer 1e, Tata MacGrawHill
2. Deepak Bharihoke Fundamentals of Information Technology Excel books
3. Manish Mahajan IT Infrastructure & Management Acme learning
4. Rashi Agarwal Computer Organisation and Design, Acme learning
Curriculum

BBA (HA) 3 Yrs. Program of D.A.V.V., Indore

For

Affiliated Institutions
SEMESTER-I
CURRICULUM

1. HINDI

2. BUSINESS MATHEMATICS

3. COMPUTER APPLICATIONS -I

4. INTRODUCTION TO MANAGEMENT

5. INTRODUCTION TO PHYSIOLOGY

6. INTRODUCTION TO HUMAN ANATOMY

7. INTRODUCTION TO BIO-CHEMISTRY

8. SOCIAL PSYCHOLOG
I Semester

HINDI

Course Objectives: The objectives of the course are to enable students to learn and to have a good working practice of Hindi.

Examinations: The faculty member will award marks out of a maximum of 20 marks for the internal performance of the student. The semester examination will be worth 80 marks. The students are required to attempt 5 Questions out of 7 Questions. All Questions carry equal Marks.

हिंदी भाषा—

1. भाषा विश्वास से
2. भाषा के प्रकार
3. अर्थात्मिक और उनका संशोधन—
4. अर्थात्मिक के उन्मादन
5. अर्थात्मिक के प्रकार (उन्मादन गति, बर्तनी गति, शब्द और जर्जर गति, व्यक्तिगत गति)
6. हिंदी का शब्द भंडार—
7. शब्दों के प्रकार
8. शब्दों की रचना—
9. नया प्रश्न—
10. हिंदी की वक्य रचना—
11. वक्यों के प्रकार
12. कथा विचार
13. कथा गति साहित्य अर्थात्मिक
14. विषम विश्लेषण
15. पत्र लेखन, सार लेखन, पत्रलेखन—
16. पत्रों के उपस्थिति—
17. पत्रों के प्रकार
18. पत्र लेखन के विषयों (पत्र लेखन, संपादन, जांच धारा आदि अवलंबन)
19. सार लेखन
20. पत्रलेखन—
21. भाषात्मक संकेत
22. भाषा देश और उनके निष्कर्ष
23. भाषात्मक समाज की संशोधन—
24. सामाजिक बोधीत्व के—उद्देश्य
25. कथा और संस्कृति—
26. भाषा और संस्कृति का विषय पर प्रमाण
27. भाषा उपयोग का सांस्कृतिक प्रयोग

पाठ्यपुस्तक—भाषा को अमर लार्द्ध, पिकारो स. प. हिंदी मंजू उकारो, मोंपाल।
Ist Semester
BUSINESS MATHEMATICS

Course Objectives: The objectives of the course are to enable students to learn and to have a good working practice of mathematical tools for taking appropriate decisions in managerial situations.

Examinations
The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Content:
1. Number Systems.
2. Set, Relations and Functions.
4. Compounding and Discounting, Annuity

5. MATRIX AND DETERMINANT: - Concept of Matrix and Determinant. Algebra of matrices and determinants, Inverse of matrix, Rank of matrix, Managerial applications and Input-Output analysis

6. DIFFERENTIAL CALCULAS :- Variables, Constants, Functions, Concept of limit and continuity, Derivatives, Algebra of derivatives, Derivatives of composite functions, Higher order derivatives, Application of derivatives in maxima and minima. (Numerical upto Second order Derivatives only.)

7. INTEGRAL CALCULAS: - Elementary integration, Standard form, Integration by substitution, Integration by parts, Integration of Rational fractions and Integration by partial fractions, Concept of definite integral, Length of the curve and Area bounded by curve (simple cases). Calculation of Consumer's surplus and Producer's surplus.

Text Reading:
1. RS Bhardwaj, Mathematics for Economics and Business, 2010, Excel Books,
Course Objectives
The objectives of the course are to introduce the students, the concepts of computer hardware and software and to acquaint them with IT Tools.

Examinations
The faculty member will award marks out of a maximum of 20 marks (10 marks are for the internal performance of the Student and 10 Marks are for viva-voce). The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Contents:
1. Introduction to Computer
   Hardware: Input / Output devices, storage devices and memory.
   Computer Languages: Levels of languages, generation and their features.
   Generation of Computer (Phases of development of computers).
   Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system.

   HTML: Basics of HTML Tags

2. Operating Systems
   DOS: External and Internal Commands and Features.
   WINDOWS 7: Basic Operations, utilities and features.
   UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am I, banner, date, kill, etc.).

3. Application Software (MS-Office 2007)
   MS Word 2007: Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, working with graphics, templates, wizards and sample documents, introduction to mail merge and macros.
   MS Excel 2007: Excel basics, rearranging worksheets, excel formatting tips and techniques, introduction to functions, Excel’s chart features, working with graphics, using worksheet as databases, automating “what-if” projects.
   MS PowerPoint 2007: PowerPoint basics, creating presentation the easy way, working with text in PowerPoint, working with graphics in power point
   MS Access 2007: Database creation, screen/form design, report generation using wizard

Text Readings:
1. Dhiraj Sharma, Foundation of IT, Excel Books New Delhi– 2009
4. William Stallings - Operating Systems, 6e-(Indian Reprint) Pearson Education
Ist Semester
INTRODUCTION TO MANAGEMENT

Course Objective:
Objective of this course is to help the students gain understanding the functions and responsibilities of the manager, provide them tolls and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.

Examination
The faculty member will award marks out of a maximum of 20 marks for the internal performance of the student. The semester examination will be worth 80 marks. It will have two sections A and B. Section A, worth 60 marks will consist of five theory questions, out of which students will be required to attempt any three questions, and Section B will comprise of one or more case(s), worth 20 marks.

Course Content:
3. Concept and Nature of Objectives: Types of Objectives, Importance of Objectives, Setting objectives, Management by Objective (MBO) benefits and weaknesses of MBO.
6. Controlling: Concept and Process of Control, Control Techniques. Human Aspects of Control, Control as a feed back system, feed forward Control, Preventive Control, Profit and loss Control, Control through Return on investment, the use of Computer of Controlling & Decision making, the challenges created by IT a Control tool.

Text Readings:
Ist Semester

INTRODUCTION TO PHYSIOLOGY

Course Objectives: The objectives of the course are to enable students to learn and to have a good understanding of Human Physiology, as is necessary for Hospital Administrators.

Examinations
The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Content:
- Physiology with special reference to Human Body.
- Principles of bio-physics as applicable to the human body.
- Excitable Tissue – Nerve and Muscle.
- Composition of blood, blood groups in human, Coagulation, oxygen and carbon dioxide transport.
- Acid base balance and temperature regulation in Human.
- Circulatory System with special reference to Cardiac Cycle, Blood Pressure and ECG.
- Respiration and its Physiology with regards to its clinical application, diseases of respiration, artificial ventilation.
- Physiology of Gastro intestinal system, & its applied aspects, along with physiology of liver & pancreas.
- Gross physiology of Endocrine system & its applied clinical aspects, mechanism of action of various hormones and their role in controlling body activities, hypo and hyper secretion and its consequences.
- Nervous system in human body CNS, Autonomic Sympathetic & Parasympathetic and their applied physiology.
- Physiology of reproduction in humans. Reproductive development in human beings,
- Function of placenta in human
- Vision, Hearing and other receptors.

Text Readings:
1. Elaine N Marieb - Essentials of Human Anatomy & Physiology, 8e(Indian Reprint) Pearson Education
2. Elaine N Marieb - Human Anatomy & Physiology (With Atlas), 6e(Indian Reprint) Pearson Education
3. Colbert, Anatomy & Physiology for Health Professionals, Addison Wesley
4. C.C. Chatterjee, Human Physiology, Medical Allied Agency.
6. J.H. Green, An Introduction To Human Physiology, Oxford
Ist Semester
INTRODUCTION TO HUMAN ANATOMY

Course Objectives: The objectives of the course are to enable students to learn and have a good understanding of Human Anatomy as is necessary to understand human body organization and for further understanding of medical subjects as Hospital Administrators.

Examinations
The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Content:
Technical word/terminology synthesis & analysis, Applied Anatomy need be emphasized with following sections of the syllabus:

General Anatomy: Introduction and Anatomical terms,
Osteology-Major Bones, Joints-types and structure of synovial joints like Hip, Knee, Shoulder Joints, Muscles-major muscles of upper and lower limbs
Nervous Systems----central and peripheral nervous system including A.N.S
Skin : Structure and function
Head and Neck, Brain and spinal cord (major topics)
Upper limbs-- Clavicle, Scapula, Humerus, Breast, Brachial Plexus, Arm, Radius and Ulna,
Lower limbs : Hip bone, Femur, Patella, Tibia, Fibula, muscles of lower limb
Thorax: Sternum and Ribs, Vertebral column; lungs, Pleura, Pericardium, Blood Supply of Heart, Heart Structure, mediastinum
Abdomen and Pelvis
Male External and Internal Genital Organs Ductus deference, Seminal vesicles, Prostate Glands, Pelvis, Pelvic Peritoneum,
Female-External and Internal genital Organs --- Ovaries, Uterine tubes and Uterus, Urinary bladder, Male and Female Urethra, Uterus, Rectum and Anal canal, pelvic Vessels Nerves, Muscles

Text Readings:
2. B.D.Chaurasia Human anatomy
Course Objectives: The objectives of the course are to enable students to learn and to have a good understanding of Bio-Chemistry, as is necessary for Hospital Administrators.

Examinations:
The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Contents:
Human biochemistry with emphasis on the applied aspects of bio-chemical processes in conditions of health and disease.


Electrolytes homeostasis & normal ranges

Hormones, Classification of Hormones, Types of enzymes, Mechanism of enzyme action, Immunoglobulins and immunity, Vitamins and co-enzymes-- Biosynthesis and functions.

Malnutrition disorders related to Carbohydrates, Fats, Proteins & Vitamins, Electrolyte imbalance

Biochemical examination of sample of body fluids etc.

General aspects of the metabolic basis of diseases.

Biochemical Lab tests, profiles and equipment used therein.

Text Readings:
Ist Semester
SOCIAL PSYCHOLOGY

Objective: The Objective of the course is to make students aware of basic aspects of general Psychology & Sociology.

Examinations: The faculty member will award marks out of a maximum of 20 marks for the internal performance of the student. The semester examination will be worth 80 marks. It will have two sections A and B. Section A, worth 60 marks will consist of five theory questions, out of which students will be required to attempt any three questions, and Section B will comprise of one or more case(s), worth 20 marks.

Course Contents:
5. Understanding Groups

Text Books
5. Vander Zanden J.W., Social Psychology New York: Random House,