Second Semester

Curriculum

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

For

Affiliated Institutions
SEMESTER II

BB201  Business communication

BB202  Human Resource Management

BB203  Economics-II

BB204  Financial Management

BB205  English

BB206  Management Information System
Business communication BB 201

Objective: to generate understanding of communication process and develop communication skills among the students.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Syllabus

UNIT-I
Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feed back,

UNIT II
Channels of communication, Types of communication, Dimensions of communication, Barriers to communication Verbal, Non-Verbal, Formal, Informal communication.

UNIT III

UNIT IV
Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing

UNIT V
Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.

UNIT VI
Barriers to Effective Communication and ways to overcome them, Listening:Importance of Listening, Types of Listening , Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills,

Text Books
4. Abha Sharma Remedial English, Acme Learning
5. Shalini Sharma Concepts of professional Communication, Acme Learning
Objective: To generate understanding of the human resource management and impart knowledge of the function.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Syllabus

Unit I : Introduction: Importance of Human Resource Management – Meaning, Nature and Scope, Functions and Role of HR Manager – Advisory and service function to other department – HRM function planning – objectives and policies, organizing the HRM Department.

Unit II : Procurement and Development Functions: Job Analysis, Job description, job specification, recruitment, selection, placement and induction and socialization,

Unit III: Training & development. Types and method, job change – career planning, promotion, demotion, transfer, separations.

Unit IV : Compensation Function: Job evaluation – Merit rating – Methods of wage, payment, incentive compensation – Types, advantages, perquisites.

Wage system in India – Minimum wage, fair wage, living wage

Unit V : Maintenance and Integration Functions: Administration of welfare, amenities & fringe benefits, safety & accident prevention work, environment fatigue safety, accident prevention. Employee grievances and their redressal, suggestion schemes, administration of discipline.

Unit VI : Audit and Control Function: Performance appraisal – purpose, factors, methods 360 degree feed back uses and application, human resource accounting.

Text Books

4. Saiyadain Mirza, Human Resources Management, 4e, Tata McGraw Hill

Suggested Readings:

2. Durai, Human Resources Management, Pearsoneduction, 2010
Economics II BB 203

Objective: To generate understanding of the macroeconomics and impart knowledge of the function.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Syllabus

Unit 1: National Income: Meaning, Definition and importance of Macro Economics – National Income: Meaning, Definitions: National Income, GNP & NNP, GDP & NDP, Personal Income (PI), Disposable Income (Di), Per Capita Income (PCI), Real National Income (RNI)

Unit 2: Theories of Employment: Classical theory of employment – Say’s law of markers – Keynesian theory of employment – Consumption function – APC, MPC, factors influencing consumption function – Investment function – MEC and Rate and Rate of Interest


Unit 5: Banking, Stock Market And Insurance: Functions of Commercial banks – The process of credit creation – Concept of Non Banking Finance Companies (NBFCs) –


Text Books

1. Dr. Abha Mittal MacroEconomics, Taxmann’s
2. Dwivedi, DN MacroEconomics: Theory & Policy, 3e Tata McGraw Hill
4. E. Shapiro, Macro Economic Analysis Galgotia Publications
Financial Management BB 204

Objective: To familiarize and develop an understanding of tools and techniques for effective analysis and interpretations of financial statement and methods for efficient management of funds of an entity with special reference to corporate form of business organization.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments External examination shall be of 80 marks. There will be two sections. Section A, theoretical, is worth 32 marks with 3 questions out of which student will attempt any 2. Section B will contain practical, numerical questions having 5 questions and will be worth 48 marks and student will be require to attempt 3 questions with or without choice.

Syllabus:


Unit 2: Analysis and Interpretation of Corporate Final Accounts: Understanding the Parameters of health of Business: Liquidity, Profitability, Solvency and Efficiency through learning computation, analysis and interpretation of various tools of financial analysis Preparation of Cash Flow Statement as per Accounting Standard and its Analysis

Unit 3: Leverage Analysis: Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage.


Text Books:

1. Dr.R.P. Rustagi Fundamentals of Financial Management, Taxmann’s
2. I.M. Pandey, Financial Management, Vikas Publication House, 8th Ed.,
Course Objectives: The objectives of the course are to enable students to learn and to have a good working practice of English.

Scheme: 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.

Syllabus
(A) Prose (A.G. Gardiner)
   1. On Saying 'Please'
   2. On Habits
   3. On Courage
   4. On Fear
   5. On Keyhole Morals.
(B) Poetry
   1. On His Blindness – John Milton
   2. It is not Growing Like a Tree – Ben Jonson
   3. Elegy Written in a Country Churchyard – Thomas Gray
(C) English Grammar & Usages
(D) Concord; Agreement of the verb with its subject, structure of sentence, Element of a series, Active & Passive Voice, Reported Speech
(E) Paragraph Writing
(F) Precis-Writing
(G) Letter & Application – Writing
(H) Essay Writing

Text Books:
2. Solomon Ambuchelvan, What is what of English, Acme Learning
3. Deepshikha Jain, Communicative English, Parshva Publishers
4. Rajshri Dewan, English and Business communication, Acme Learning
Management Information System BB 206

Course Objective

The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.

Examination

The faculty member will award internal marks out of 20 (10 marks for the internal performance of the student and 10 marks for viva voce). The semester examination carrying 80 marks will have 7 questions out of which students will be required to attempt any 5 questions.

Course Contents

5. System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.

Text Reading

1. Sushila Madan, Management Information System, 2010, Taxmann’s