

**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

Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing.

### 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

1. M.K. Sehgal, **Managerial communication**, Excel Books, 2010
2. Rohini Aggarwal, **Business Communication, Organisation Management**, Taxmann, 2010
3. P.D. Chaturvedi, **Business Communication Concepts Cases & Applications**, 1e Pearson Education
4. Abha Sharma **Remedial English**, Acme Learning
5. Shalini Sharma **Concepts of professional Communication**, Acme Learning
6. Penrose, **Business Communication for Managers**, 5th edition, Cengage Learning, India

# Human Resource Management BB 202

**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

1. Ashwathappa, K **Human Resource Management**, 6e Tata McGraw Hill
2. P L Rao **Comprehensive Human Resource Management** Excel Books
3. Rajkumar **Human Resource Management Strategic Analysis and Cases**, I.K International Publishers, Delhi
4. Saiyadain Mirza, **Human Resources Management**, 4e, Tata McGraw Hill
5. Monir H. Tayeb, **International Human Resource Management**, Oxford,
6. Subba Rao, **Essential of HRM and Industrial Relation**, 2008, Himalaya Pub. House.

## Suggested Readings:

1. P.Jyothi & D.N.Venkatesh, **Human Resources Management**, Oxford, 2010
2. Durai, **Human Resources Management**, Pearson education, 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 3:** Money And Theories Of Money: Meaning, functions and classification of Money– Gresham's law – R.B.I. Classification of Money – M1, M2, M3, M4 Theories of Money – Fisher's quantity theory of Money, Cambridge approach (Marshall, Pigou, Robertson and Keynes).

**Unit 4:** Trade Cycle and Inflation: Trade cycles – Meaning and definition – Phases of a trade cycle – Inflation – Definition – Types of Inflation – Causes and effects of inflation – Measures to control inflation.

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

**Unit 6:** Concept of SEBI Stock Market – Meaning, functions and importance of Stock Market – Primary and Secondary Markets, Concepts of (a) Shares (b) Debentures, Insurance – Types of Insurance – Life Insurance and General Insurance – Functions of the Reserve bank of India – Methods of credit control – Quantitative and Qualitative Methods.

### **Text Books**

1. Dr. Abha Mittal **MacroEconomics**, Taxmann's
2. Dwivedi, DN **Macroeconomics : Theory & Policy**, 3e Tata McGraw Hill
3. Gupta, G **Macroeconomics: Theory and Applications**, 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 1: Introduction:** Concepts, Nature, Scope, Function and Objectives of Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions.

**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.

**Unit 4: Investment Decisions:** Analysis of Risk and Uncertainty. Concept and Computation of Time Value of Money, DCF and Non DCF methods of Investment Appraisal. Project selection on the basis of Investment Decisions. Valuating Investment Proposals for Decision Making. Capital Rationing

**Unit 5: Management of Working Capital:** Concepts, components, Determinants and need of Working Capital. Computation of Working Capital for a Company.

## **Text Books:**

1. Dr.R.P. Rustagi **Fundamentals of Financial Management**,Taxmann's
2. I.M. Pandey, **Financial Management**, Vikas Publication House, 8th Ed.,
3. Sudhindra Bhat , **Financial Management** Excel Book
4. Shurti Naagar **Fundamental of Financial Management** Parshva Publishers
5. Brigham, **Fundamentals of Financial Management**, 10th, Cengage Learning
6. Chandra Bose **Fundamentals of Financial Management**, PHI, 2009

# English BB 205

**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 Questions 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:

1. Kumkum Bhardwaj, **Professional Communication**, I.K. International Publication, New Delhi
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

1. The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.
2. Planning, Implementation and Controlling of Management Information System.
3. Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.
4. Managerial Decision Making, characteristics and components of Decision Support System.
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
2. Goyal , **Management Information System** 3/e,2010 Macmillan Publishers
3. Arora & Bhatia **Management Information Systems**,2010,Excel Books
4. Kumar & Gupta **Management Information Systems** 2010,Excel Books
5. Laudon,**Management Information Systems:Managing the Digital Firm**, 11/e, Pearson
6. Pearlson **Managing and using Information Systems**,3<sup>rd</sup> edn , 2009, Wiley