

शहीद नंदकुमार पटेल विश्वविद्यालय, गढ़ उमरिया, ओड़िशा रोड, रायगढ़

**SYLLABUS
B.B.A. PART-II**

**BACHELOR OF BUSINESS ADMINISTRATION
BBA PART-II
SYLLABUS & SCHEME OF EXAMINATION
पाठ्यक्रम एवं परीक्षा योजना**

PAPERS	MAX. MARKS	MIN. PASSING MARKS
A. FOUNDATION COURSE:		
1. HINDI LANGUAGE	75	26
2. ENGLISH LANGUAGE	75	26
B. COMPULSORY GROUPS:		
GROUP-I		
1. BUSINESS COMMUNICATION	75	50
2. ORGANISATIONAL BEHAVIOUR	75	
GROUP-II		
1. PERSONNEL MANAGEMENT	75	50
2. BUSINESS STATISTICS	75	
GROUP-III		
1. MARKETING MANAGEMENT	75	50
2. MANAGERIAL ECONOMICS	75	
C. ASSIGNMENT: (RELETED WITH ALL THE SUBJECTS)	50	20
TOTAL	650	

SYLLABUS
B.B.A. PART-II

आधार पाठ्यक्रम
प्रश्न पत्र—प्रथम
हिन्दी भाषा

पूर्णांक – 75

खण्ड—क

निम्नलिखित 5 लेखकों के एक-एक निबंध पाठ्यक्रम में सम्मिलित होंगे — **अंक—30**

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|------------------------|---|--------------------------|
| 1. महात्मा गांधी | — | सत्य और अहिंसा |
| 2. विनोबा भावे | — | ग्राम सेवा |
| 3. आचार्य नरेन्द्र देव | — | युवकों का समाज में स्थान |
| 4. वासुदेव शरण अग्रवाल | — | मातृ-भूमि |
| 5. भगवतशरण उपाध्याय | — | हिमालय की व्युत्पत्ति |
| 6. हरि ठाकुर | — | डॉ. खूबचंद बघेल |

खण्ड—ख

हिन्दी भाषा और उसके विविध रूप **अंक—20**

- कार्यालयीन भाषा
- मीडिया की भाषा
- वित्त एवं वाणिज्य की भाषा
- मशीनी भाषा

खण्ड—ख

अनुवाद व्यवहार : अंग्रेजी से हिन्दी में अनुवाद **अंक—25**

हिन्दी की व्यवहारिक कोटियाँ—

रचनागत प्रयोगगत उदाहरण, संज्ञा, सर्वनाम, विशेषण, क्रिया विशेषण, समास, संधि एवं संक्षिप्तियाँ, रचना एवं प्रयोगगत विवेचन।

**SYLLABUS
B.B.A. PART-II**

**FOUNDATION COURSE
PAPER-II
ENGLISH LANGUAGE**

M.M. 75

The question paper for B.A./B.Sc./B.Com./B.H.Sc., English Language and cultural values shall comprise the following units :

UNIT-I	Short answer questions to be passed by (Five short answer questions of three marks each)	15 Marks
UNIT-II	(a) Reading comprehension of an unseen passage (b) Vocabulary	05 Marks
UNIT-III	Report-Writing	10 Marks
UNIT-IV	Expansion of an idea	10 Marks
UNIT-V	Grammar and Vocabulary based on the prescribed text book.	20+15 Marks

Note: Question on all the units shall asked from the prescribed text which will comprise specimens of popular creative/writing and the following it any

(a) Matter & technology

- (i) State of matter and its structure
- (ii) Technology (Electronics Communication, Space Science)

(b) Our Scientist & Institutions

- (i) Life & work of our eminent scientist Arya Bhatt, Kaurd Charak Shusruta, Nagariuna, J.C. Bose and C.V. Raman, S. Rmanujam, Homi J. Babha Birbal Sahani.
- (ii) Indian Scientific institutions (Ancient & Modern)

**SYLLABUS
B.B.A. PART-II**

**GROUP - I
PAPER - I
BUSINESS COMMUNICATION**

UNIT - I

Communication - Nature, Function and Scope, Role of Communication the business organisation.

UNIT - II

Communication process, communication channel & Network, organisational communication.

UNIT - III

Communication Media, Written Communication, oral communication, Non Verbal Communication & Public speaking.

UNIT - IV

Harriers to Communication, Effective Communication.

UNIT - V

Communication Feedback Systems, Wonderful world of words and their meaning, Communication Feedback System.

**GROUP - I
PAPER - II
ORGANISATION BEHAVIOUR**

UNIT - I

Organisational Behaviour: Basic Concepts, Theories, formal and informal organisation, perception, attitudes and values.

UNIT - II

Personality development and personality theories. Motivation & Motivation theories.

UNIT - III

Organisational conflicts, Role of Individual in organisation organisational structure & Design.

UNIT - IV

Group & Group dynamics work group.

UNIT - V

Leadership: Concepts, Theories.

**SYLLABUS
B.B.A. PART-II**

**GROUP - II
PAPER - I
PERSONNEL MANAGEMENT**

UNIT - I

Personnel management: Nature & Scope, Personnel management philosophy & its development.

UNIT - II

Personnel policy, Manpower planning, Job analysis, Job description, Job specialization.

UNIT - III

Recruitment, selection & placement of personnel, training & development of personnel.

UNIT - IV

Performance appraisal, supervision and Counselling wages & Salary administration. Now wage incentives.

UNIT - V

Work Culture and Employee motivation. Industrial relations and trade unions. labour welfare.

**GROUP - II
PAPER - II
BUSINESS STATISTICS**

UNIT - I

Functions, importance and limitations of statistics, Statistical Investigation.

UNIT - II

Data Collection, Tools & Techniques. Classification and Tabulation of data, Diagrammatic presentation, Graphical presentation.

UNIT - III

Measures of Central tendency, Measures of Dispersion, Moments, Sleekness and Kurtosis.

UNIT - IV

Correlation, Regression, Index number, analysis of time series, Theory of Attributes.

UNIT - V

Probability, Sampling distribution, Probability, Statistical Inference, Analysis of variance, Multiple linier regression.

**SYLLABUS
B.B.A. PART-II**

**GROUP - III
PAPER - I
MARKETING MANAGEMENT**

UNIT - I

Marketing: Basic Concepts meaning. Function and importance of Marketing Management.

UNIT - II

Consumer behaviour and motivation, Products and products policies.

UNIT - III

Pricing decisions, price policy and strategy, channels of distribution and logistics management.

UNIT - IV

Market research and market segmentation sales promotion.

UNIT - V

Sales forecasting, advertising management.

**SYLLABUS
B.B.A. PART-II**

**GROUP - II
PAPER - II
MANAGERIAL ECONOMICS**

OBJECTIVE

This Course is Meant to Acquaint the student with the principles of business economics as per applicable on business.

COURSE INPUTS

UNIT- I

Introduction Basic Problems of economy, Working of Price Mechanism. Elasticity of Demand: concept and measurements of elasticity and demand; Price income and cross elasticity; Average revenue, Marginal revenue and elasticity of demands; Importance of elasticity of demand.

UNIT - II

Production Function: Law of variable proportions; ISO-quant's, Expansion path; Return to Scale; internal and external economics and diseconomies.

UNIT - III

Theory of costs; Short run and long run cost curve-traditional and Morden approaches. Market Structure -I Market Structure and Business decision; Objectives of a business firm.

a) Perfect Competition: Profit Maximization and equilibrium of firm and industry; short run and long run supply curves; Price and output determination. Practical applications.

b) Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi-plant monopoly; Price discrimination. Practical applications.

Unit - IV Market Structures

a) Monopolistic competition: Meaning and characteristics; Price and output determination under monopolistic competition; Product differentiations; Selling costs; Comparison with perfect competition; Excess capacity under monopolistic competition.

b) Oligopoly: Characteristics, Indeterminate pricing and output; Classical models of oligopoly; Price leadership; Collusive oligopoly.

Unit - V

Factor Pricing-I: Marginal productivity theory an demand for factors; Nature of supply factor inputs; Determination of wage rates under perfect competent and monopoly; Exploitation of labour.

Factor Pricing - II: Rent Concept, Recording and modern Theories of Rent Quasi rent. Interest- concept and theories of Interest; Profit-Nature; Concepts and theories of Profit.