UNIT – I: Introduction:
Nature and Significance of management, Process of management, Management’s administration, Functions and Principles of management, Levels of management, Functional areas of management, Universality of management, Managerial roles and Managerial skills.

UNIT – II: Planning and Decision Making:

UNIT – III: Organizing:
Span of management, Authority and Responsibility relationships.

UNIT – IV: Directing and Communication:
Nature and Process of communication, Communication network, Channels and Media of communication, Barriers in communication, Making communication effective.

UNIT – V: Managerial Control:
Nature, Importance, Process and Types of control, Limitations of control, Essentials of effective control system, Techniques of managerial control and Emerging horizons in management.

UNIT – II: Concept of capital and revenue, Final accounts with adjustment. Depreciation accounting.


UNIT – IV: Accounting for Joint venture, Consignment accounts and Royalty accounts.

UNIT – V: Branch accounts and Departmental accounts.
<table>
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<tr>
<th>BBA I Semester</th>
<th>Max. Marks : 50</th>
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<tr>
<td>BUSINESS MATHEMATICS</td>
<td>Min. Marks : 20</td>
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<tr>
<td>Paper Code: BBA-103</td>
<td>External : 40</td>
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<td>Internal : 10</td>
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</table>

UNIT – I: Ratio and proportion, logarithms, Percentage, Average, Permutation and Combination.

UNIT – II: Commission, Brokerage and Discount, Rates and taxes, Stocks and Shares, Simple annuities, Present value and Discount, Simple and Compound interest, Profit and loss account.


UNIT – IV: Functions, Types of functions, Applications of linear functions in business, Simple equations, Quadratic equations, Simultaneous equations and problems thereon.

UNIT – V: Differentiation of functions of single variable (excluding trigonometric functions), Break-even analysis, Simple problems of maxima and minima.
Jiwaji University, Gwalior
Syllabus for BBA: XIV Batch
2009–2012

BBA I Semester
BUSINESS ORGANISATION
Paper Code: BBA-104

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UNIT – I: Introduction:

UNIT – II: Promotion and Forms of Business Organization:
Concept and stages of promotion, Position and functions of promoter, Promotion of new business, Forms of business organization - Sole trader, Partnership, Joint stock company and Co-operative society.

UNIT – III: Location of Business and Business Risks:

UNIT – IV: Stock Exchanges:

UNIT – V: An Entrepreneurial Process:
Entrepreneurial Process, Emerging trades in business, Governments support to BPO in India, Basic considerations in setting up a business enterprises, Identification of business opportunity, Entrepreneurial decisions and Outsourcing of different types of services.
BBA I Semester  
BUSINESS COMMUNICATION  
Paper Code: BBA-105

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<td>50</td>
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UNIT – I: Meaning, Importance and process of communication, Objectives of communication, Need for communication, Barriers to communication and Essentials of effective communication.

UNIT – II: Media and Types of communication, Verbal and Non-verbal communication, Formal vs. Informal channels of communication.

UNIT – III: Techniques of group decision-making.  
Committees: Meaning, Essentials, Advantages and Disadvantages and Types of Committees.  
Conferences: Meaning, Essentials, Importance and difference between conference and committee.

UNIT – IV: Tips for clear writing, Drafting of effective business letter, kinds of business letters (a) Esquires and Replies (b) Order and their execution (c) Complaints and Adjustment (d) Collection letter (e) Sales letter and Memo.

UNIT – V: Drafting of Notice, Agenda, Minutes, Report writing, Effective listening, Speeches and Presentation, Interview and Modern technology of business communication.