

NOTIFICATION

No. 62/2017

Date : 29 June, 2017

Subject : Implementation of Credit & Grade System to the course M.Com. Semester I to IV in the Faculty of Commerce & Management.

It is notified for general information of all concerned that, the authorities of the University have accepted and decided to implement the Credit & Grade System to M.Com. Semester I to IV from the session 2017-2018 & onwards.

Sd/-
Registrar
Sant Gadge Baba Amravati University
Amravati.

NOTIFICATION

No. 63/2017

Date : 29 June, 2017

Subject : Implementation of New Syllabi of Various Courses/Subjects as per semester and credit & Grade System in the Faculty of Commerce & Management from the session 2017-2018 & onwards.

It is notified for general information of all concerned that, the authorities of the University has accepted Semester & Credit & Grade System syllabi of various Course/ Subjects of **B.B.A. Part-I, Semester-I & Semester - II** mentioned in column No.2 and which is to be implemented stagewise from the session 2017-2018 and onwards with appendices as shown in column No.3 of the following table.

TABLE

Sr.No.	Course / Subjects	Appendices of the new syllabi.
1	2	3
<u>B.B.A. Semester- I & II</u>		
1.	Business Communication	The Syllabi prescribed for the subject Business Communication which is appended herewith as Appendix - A
2.	Business Law	The Syllabi prescribed for the subject Business Law which is appended herewith as Appendix - B
3.	Business Environment	The Syllabi prescribed for the subject Business Environment which is appended herewith as Appendix - C
4.	Principles of Economics	The Syllabi prescribed for the subject Principles of Economics which is appended herewith as Appendix - D
5.	Financial Services	The Syllabi prescribed for the subject Financial Services which is appended herewith as Appendix - E
6.	Basic of Accounting	The Syllabi prescribed for the subject Basic of Accounting which is appended herewith as Appendix - F
7.	Business Mathematics & Statistics	The Syllabi prescribed for the subject Business Mathematics & Statistics which is appended herewith as Appendix - G
8.	Fundamental of Accounting	The Syllabi prescribed for the subject Fundamental of Accounting which is appended herewith as Appendix - H
9.	Creativity and Innovation	The Syllabi prescribed for the subject Creativity and Innovation which is appended herewith as Appendix - I
10.	Principles of Business Management	The Syllabi prescribed for the subject Principles of Business Management which is appended herewith as Appendix - J

Sd/-
Registrar
Sant Gadge Baba Amravati University
Amravati.

Appendix- A

**B.B.A. Part I
Semester I**

102 Business Communication

Unit I : Business Communication

- 1.1 Meaning, Definition, objectives and Importance of Business Communication
- 1.2 Principle of Effective Communication in Business
- 1.3 Types of Communication
- 1.4 Barriers of Business Communication & Its Measures

Unit II : Business Correspondence

- 2.1 Meaning, Importance, Layout of Business Letter
- 2.2 Do's and Don'ts of Business Correspondence Letter
- 2.3 Types of Business Letters. Enquiry Letters, Quotation Letters, Placing Orders, Inviting Tenders, Credit and Status Enquiry letters Complaint Letters and Circular Letters.

Unit III : Employment Related Correspondence

- 3.1 Importance, Structure & Drafting the Application Letter
- 3.2 Preparing the Resume
- 3.3 Letter of Appointment
- 3.4 Resignation & Job Refusal Letter
- 3.5 Job Acceptance/Consent Letter

Unit IV: Soft Skills

- 4.1 Meaning Elements and Importance of Soft Skills.
- 4.2 Grooming Manners and Etiquettes
- 4.3 Effective Speaking
- 4.4 Interview Skills
- 4.5 Group Discussion
- 4.6 Oral Presentation

Unit V : Modern Technology in Business Communication

- 5.1 Role of Information Technology in Business Communication
- 5.2 Advantages and Disadvantages
- 5.3 Word Processor, Internet, E-mail, Fax, Video Conferencing, Tele-Conferencing
- 5.4 Overhead Projector, LCD

Reference Books:

- Raman S. & Swami R. Business Communications, Professional Publications Madras
- R.C. Sharma & Krishan Mohan, Business Correspondence & Report Writing. Tata McGraw Hill Delhi.
- Nandanwar P.P. Ninawe A.S. & Nandanwar S.P. Essential of Business Communication, Prashant Publication, Jalgaon.
- Paul, Business Communication, Prentice Hall, New Delhi.
- Murphy & Pecora Effective Business Communications, Tata McGraw Hill, New Delhi.

Appendix- B

**B.B.A. Part I
Semester II**

20 Business Law

Unit I :

Law of Contract 1872 : Nature of Contract, Classification, Offer & Acceptance, Capacity of Parties of Contract, Free Consent. Legality of Object, Agreement Void, Performance of Contract Discharge of Contract Remedies of Breach of Contract.

Unit II :

Sales of Good Act 1930 : Formation of Contracts of Sales, Good & their Classification, Price, Conditions & Warranties, Transfer of Property in Goods, Performance of the Contract of Sales, Unpaid Seller & His Rights. Sales by Auction. Hire Purchases Agreement.

Unit III :

Negotiable Instruments Act 1881 : Definition of Negotiable Instruments, Gestures, Promissory Note, Bill of Exchange & Cheque- Holder & Holder in the Due Course, Crossing of Cheque, Types of Crossing Negotiation, Dishonour & Discharge of Negotiable Instrument.

Unit IV :

Consumer Protection Act 1980 : Salient Features, Definition of Consumer, Grievance Redressal / Machinery.

Unit V :

Goods And Services Tax (GST) : Introduction, Concept & Meaning of GST, Effects of GST, GST Legislation. Good & Service Tax Network, Migration of the existing Taxpayers to GST Regime.

Reference Books

- R.S. Davar, P.M. & I.R. Vyas Publication, Delhi
- P.C. Tripathi, P.M.S. Chand & Sons, Delhi
- N.D. Kapoor, Industrial Law, S. Chand & Sons, Delhi
- Chandra P.R. Business Law, Golgotia, New Delhi
- S.C. Tripathi, Consumer Protection Act, Central Law Publication, Delhi.

B.B.A. Part - I

Appendix- C

Semester I

BUSINESS ENVIRONMENT

Unit I : INTRODUCTION

- 1.1: Concept, Nature and Scope of Business.
- 1.2: Forms of Business Organizations.
- 1.3: Industry: Types of Industries, Industrial Sickness.
- 1.4: Business Environment : Concept, Meaning, Nature, Scope and Importance.
- 1.5: Components of Business Environment.

Unit II: INDIAN BUSINESS ENVIRONMENT

- 2.1: National Income : Meaning, Measurement and Inequality.
- 2.2: Consumption and Propensity to Consume.
- 2.3: Saving and Investment and their propensity.
- 2.4: Parallel Economy : Meaning, Causes, effects.
- 2.5: Concept & Meaning of Balance of Trade & Balance of Payment

Unit III: TRENDS IN INDIAN ECONOMY

- 3.1: LPG: Meaning and its impact on Indian Economy.
- 3.2: FDI : Meaning and its impact on Indian Economy.
- 3.3: Foreign Trade : Concept and Features.
- 3.4: Foreign Trade policy.
- 3.5: Trends in foreign trade of India.

Unit IV : ROLE OF GOVERNMENT

- 4.1: Foreign Trade and Economic Growth.
- 4.2: Problems Related to Business of developing Countries.
- 4.3: Role of finance in Business.
- 4.4: Make in India and Start Ups.
- 4.5: Entrepreneurship and skill development.

Unit V : FOREIGN INSTITUTIONS:

- 5.1: WTO : Introduction, Organisation, Functions, Significance.
- 5.2: IMF : Introduction, Organisation, Functions, Significance.
- 5.3: MNCs : Definition & Meaning, Merits, Demerits, Role of MNCs.
- 5.4: SEZ : Meaning, Role of SEZ in Economic Development.
- 5.5: Foreign collaboration : Meaning, Concept & forms.

Books Recommended :-

- 1 The International Business Environment : Sundaran & Blac Prentice Hall, New Delhi.
- 2 Indian Economy : Agrawal. A. N. - Vikas Publishing House, New Delhi.
- 3 Environment of Economics : Edgelan-McMillan, Hampshire.
- 4 International Business : Bhalla V. & Shivaramu, New Delhi.
- 5 Indian Economy : Dulf R., Sundarama, S Chand, Delhi.
- 6 Global Business Management : Macmillan, New Delhi.
- 7 Environment of Economics : Ford University Press, New Delhi.
- 8 Indian Economy : Mishra S. & Puri V., Himalaya Publishing House, New Delhi.
- 9) व्यवसाय पर्यावरण- डॉ. आत्माराम पळवनीरकर
- 10) भारतीय नियोजन आणि आर्थिक विकास – डॉ. श्री. आ. देशपांडे, विद्या प्रकाशन नागपुर.

B.B.A. Part - I

Appendix- D

Semester II

PRINCIPLES OF ECONOMICS

Unit I : INTRODUCTION

- 1.1: Definition of Economics : Adam Smith, Marshall, Robbins, J. Mehta, Amratya Sen.
- 1.2: Economic Laws: Nature, Characteristics, Limitation, and Importance.
- 1.3: Micro Economics : Meaning, Scope, Importance and Limitations.
- 1.4: Macro Economics : Meaning, Scope, Importance and Limitations.
- 1.5: Basic Problems of Indian economy.

Unit II : UTILITARIAN APPROACH

- 2.1: Utility : Meaning, Definition, Diminishing marginal utility Theory.
- 2.2: Demand: Meaning, Law of Demand, Change in Demand.
- 2.3: Indifference Curve: Concept and Characteristics.

- 2.4: Elasticity of Demand: Meaning , Concept , Types , Measurements.
- 2.5: Determinants and Importance of Elasticity of Demand.

Unit III : COST AND REVENUE

- 3.1: Cost : Meaning and Types of cost.
- 3.2: Cost Curves : Nature of cost curves in short run.
- 3.3: Nature of cost curves in long run.
- 3.4: Revenue : Total, Average and, Marginal Revenue , Revenue Curves.
- 3.5: Supply : Concept , Nature , Law of Supply.

Unit IV : PRODUCTION

- 4.1: Meaning and characteristics of factors of production.
- 4.2: Isoquants : Meaning and characteristics.
- 4.3: Law of variable proportion.
- 4.4: Market structure : Meaning , Types and characteristics.
- 4.5: Internal and External Economics and Diseconomies.

Unit V : DISTRIBUTION

- 5.1: Meaning of distribution and Theory of Marginal distribution.
- 5.2: Rent : Ricardian and Modern theory of Rent, Quasi Rent.
- 5.3: Wages : Meaning , Types , Determinants of wages.
- 5.4: Interest : Meaning , Types , Theories of Interest.
- 5.5: Profit : Meaning , Types , Theories of profit.

Reference Books:

- 1 Ahuja A.L : Business Economics : S.Chand & Co. New Delhi.
- 2 Business Economics : Dr.G.N. Ramare Pimplapure & Co.publisher ,Nagpur.
- 3 P.M.Sundharam : Micro Economics S. Chand and Sons. E.N.Sundharam.
- 4 M.L.Jhingam : Micro Economics Theory , Anand Publishers, Delhi.
- 5 Misra Puri : Economics of Growth and Development Himalaya, Bombay.
- Business Economics : Dr.Sudhir Bodhanwar , Dr. Medha Ranekar , Shri.Sainath Prakashan , Nagpur.

Appendix- E

**B.B.A. Part - I
Semester II
FINANCIAL SERVICES**

Unit I : INTRODUCTION TO FINANCE

- 1.1 : Meaning , Nature and scope of finance.
- 1.2 : An overview and significance of finance.
- 1.3 : Sources of finance.
- 1.4 : Kinds of finance.
- 1.5 : Role of finance in Indian Economy.

Unit II : INTRODUCTION TO FINANCIAL SYSTEM

- 2.1 : Concept , Meaning and Nature of financial system.
- 2.2 : Structure of financial system.
- 2.3 : Indian money market concept , features , objectives and components.
- 2.4 : Indian capital market concept , features , objectives and components.
- 2.5 : Role and current trends of Money Market and Capital market in Indian financial system.

Unit III : INTRODUCTION TO FINANCIAL SERVICES.

- 3.1 : Concept , Meaning , Nature and scope of financial services.
- 3.2 : Financial services Features, objectives and significance to corporate sector.
- 3.3 : Financial services - Features , objectives to Industrial sector and significance.
- 3.4 : Financial services - Features , objectives and significance to Agriculture sector.
- 3.5 : Financial services - Features , objectives and significance to Micro sector.

Unit IV : BANKING FINANCIAL SERVICES

- 4.1 : Commercial Banking services forms & significance.
- 4.2 : Investment services - forms , significance.
- 4.3 : Exchange services - forms , significance.
- 4.4 : Stock Market services operations , significance.
- 4.5 : Operational Instruments ATM , Debit and credit card , E-Banking , Net Banking Mobile Banking , Cashless operations.

Unit V : OTHER FINANCIAL SERVICES

- 5.1 : Underwriting and Brokerage of financial services.
- 5.2 : Intermediation and Advisory services.
- 5.3 : Introduction to financial services to EIM Trade.
- 5.4 : Management of Risk in financial services.
- 5.5 : Regulation of other financial services.

Reference Books :

- 1 Khan.M. Indian Financial System Theory and Practice , Tata McGraw Hill New Delhi.
- 2 Bhalla.V.- Management of Financial Services, Anmol ,New Delhi 2001.
- 3 Ennew.C.Treror atkins & Mize right Marketing of Financial Services, Prentice Hall Professional Pub.1990.
- 4 Garden.E and N.Natrajan Emerging scenario of financial services, Himalaya Publishing House.1997.
- 5 Report of currency & finance .
- 6 RBI : Bulletins.

Appendix- F

B.B.A. Part - I

Semester II

BASICS OF ACCOUNTING

Unit : I

Introduction of Accounting , Meaning , Nature , Function and Usefulness , Accounting Concept and Conventions , Double Entry Accounting system , Accounting Standards, concept and objectives, Branch of Accounting .

Unit : II

Journal Entry , Ledger, Trial Balance & Subsidiary Books., Rectification of error.

Unit : III

Final Accounts of sole Traders.

Unit : IV

Accounts of Joint Venture, Bill of Exchange and accommodation bill.

Unit : V

Depreciation: Accounting Straight line Method , Reducing Balance Method , Depreciation Fund Method , Annuity Method.

Reference Books :

- 1 J.R.Botliboi : Advanced Accountancy
- 2 R.R.Gupta : Advanced Accountancy
- 3 Shukla & Grewal : Advanced Accountancy
- 4 A.N.Agarwal : Higher Science of Accounting
- 5 R.L.Gupta, V.G.Gupta : Advanced Accounting

Appendix- G

B.B.A. Part - I

Semester I

BUSINESS MATHEMATICS & STATISTICS

Unit : I

1.1 : Natural Numbers , Integers HCF & LCM on two or more Integers.

Linear Equation in one and two Variables Method with application.

1.2 : Ratio, Proportion and percentage , Direct and inverse proportion.

1.3 : Mathematics of finance : Simple interest , Compound interest.

Concept of present value and amount a sum annuities , Types of annuities , present value and amount of an annuity including the case of continuous compounding.

Unit : II

Integration Definite & indefinite Integral Rules of integration substitutional integration by parts partial fraction complete square properties of definite integral.

Unit : III

3.1 : Definitions of Statistics , Subject matter of statistics.

Statistical methods , Nature and limitations of statistics, Collection of statistical data, classification Tabulation and presentation of data.

3.2 : Measure of central Tendency , mean , mode , median.

Unit : IV

Measures of Dispersion and Skewness , Index Number.

Unit : V

Correlation Analysis , Grouping method and simple method.

Reference Books :

- 1 D.N.Elhance : Fundamental of Statistics
- 2 B.M.Asthana : Applied Statistics in India
- 3 S.S.Shrivastav : Introduction to Statistics
- 4 S.P.Gupta : Statistical Methods

Appendix- H

B.B.A. Part - I

Semester II

FUNDAMENTALS OF ACCOUNTING

Unit : I

Accounts of Non-trading concerns.

Unit : II

Accounts of Self Balancing Ledgers and single entry system.

Unit : III

Account of hire purchases and instalment purchase system.

Unit : IV

Branch Accounting and Departmental Accounting.

Unit : V

Accounts of Insolvent Individuals.

Reference Books:

- 1 J.R. Botliboi : Advanced Accountancy
- 2 R.R. Gupta : Advanced Accountancy
- 3 Shukla & Grewal : Advanced Accountancy
- 4 A.N. Agarwal : Higher Science of Accounting
- 5 R.L. Gupta, V. Gupta : Advanced Accounting

Appendix - I

B.B.A. Part - I

Semester I

CREATIVITY AND INNOVATION

Unit -1 Idea

- 1.1 Idea Concept, Meaning and Nature
- 1.2 Idea Evaluation, Generalisation and Execution
- 1.3 Idea in Reality
- 1.4 Identification of Critical Issues
- 1.5 Solution of Critical Issues

Unit 2 Incubation

- 2.1 Incubation Concept, Meaning, Nature and Importance
- 2.2 Facilitate Incubation
- 2.3 Incubation Process and Creativity
- 2.4 Facilitate Creativity and Innovation
- 2.5 Creativity in Organisation

Unit 3 Creativity

- 3.1 Climate for Creativity Meaning and Definition of creativity
- 3.2 Creating and Creative Environment
- 3.3 Keeping Creative People Creative
- 3.4 Creativity in Teams
- 3.5 Managing Creative Employee

Unit 4 Innovation

- 4.1 Meaning, Definition and Importance
- 4.2 Climate for Innovation in Enterprise
- 4.3 Leading for Creativity and Innovation
- 4.4 Maturity Life Cycle
- 4.5 Competitive Advantage of Innovation

Unit 5 Renovation

- 5.1 Meaning, Definition, Role and Scope
- 5.2 Creativity to Innovation
- 5.3 Role of Champions in Renovation
- 5.4 Thinking Differently For Innovation
- 5.5 Communicating Innovation

Reference :

1. **The Act of Creation** by Arthur Koestler.
2. **Creativity in Product Innovation** by Jacob Goldenberg and David Marsky.
3. **Creative Cognition : Theory, Research and Applications** by Ronald A. Finke, Thomas B. Ward and Steven M. Smith.
4. **The Creative Mind: Myths and Mechanisms** by Margaret A. Boden.
5. **Mastering the Dynamics of Innovation** by James M. Utterback.
6. **Think Before It's Too Late** by Edward de Bono.
7. **The Progress Principle: Using Small Wins to Ignite Joy, Engagement and Creativity at Work**, Teresa Amabile and Steven Kramer.
8. **The Progress Principle: Using Small Wins to Ignite Joy, Engagement and Creativity at Work Hardcover- July 1, 2011**, Teresa Amabile, Steven Kramer.
9. **Motivation for Creative People: How to Stay Creative While Gaining Money, Fame, and Reputation** Indle Editon, Mark McGuinness.

B.B.A. Part - I

Semester II

PRINCIPLES OF BUSINESS MANAGEMENT

Unit -1 Business Management

- 1.1 Business Meaning Nature and Business Organization
- 1.2 Business Management :- Concept, Meaning, Nature and Management Process
- 1.3 Contribution of F.W. Taylor
- 1.4 Contribution of Henry Fayol
- 1.5 Contribution of Elton Mayo

Unit - 2 Planning

- 2.1 Planning- Meaning, Nature ,and Importance
- 2.2 Types of Planning
- 2.3 Planning Procedure
- 2.4 Planning Policies
- 2.5 Strategic Planning

Unit 3 Organizing

- 3.1 Organization- Meaning, Nature and Scope
- 3.2 Organization and Structure
- 3.3 Horizontal Organization
- 3.4 Vertical Organization
- 3.5 Line and Staff Organization

Unit 4 Directing

- 4.1 Direction- Meaning, Nature, Scope and Importance
- 4.2 Principles of Direction
- 4.3 Forms of Direction
- 4.4 Direction Mechanism
- 4.5 Direction- Horizontal and vertical

Unit 5 Controlling

- 5.1 Control- Concept, Meaning, Nature and Role
- 5.2 Process of Control
- 5.3 Techniques of Control
- 5.4 Effective Control System
- 5.5 Control Mechanism