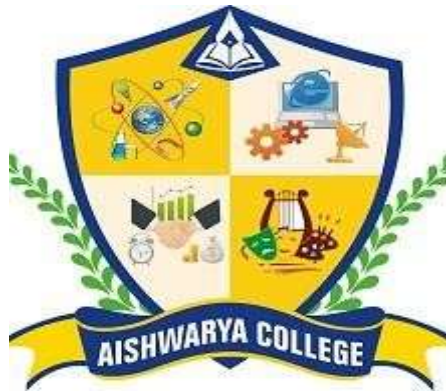


Department – Commerce and Management



Aishwarya College (Autonomous)

Affiliated to Jai Narain Vyas University, Jodhpur

NAAC “A” Grade, Recognised by UGC u/s 2(f) & 12 (B)

BBA

COURSE SCHEME

&

SYLLABUS

AISHWARYA COLLEGE OF EDUCATION (AUTONOMOUS)
Department of Commerce & Management - Course Name and Credit Scheme

BBA FIRST SEMESTER

NCrF Level	Sem	Course Type	Course Code	Course Name	H/W	Total Hours	Credits	CIA Marks	EoSE Mark s	Max. Mark s
4.5	I	DCC	OMTCC44001T	Organization & Management	6	90	6	20	80	100
		DCC	FOACC44001T	Fundamentals of Accounting	6	90	6	20	80	100
		DCC	MECCC44001T	Managerial Economics	6	90	6	20	80	100
		AECC	ENGAC44001T	General English	4	60	4	20	80	100
		SEC	FOCSC44001T	Fundamentals of Computer	3	45	3	20	80	100
				Total Credits			25			

B.B.A. Semester: I – 2025-26
Discipline Centric Core Course (DCC)
OMTCC44001T: Organization & Management
(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
<p>Course Outcome: On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> • Explain the basic concepts of management, including its meaning, nature, significance, and evolution, and describe the various functions and principles of management.. • Understanding of planning and decision-making processes in management, including types of plans, planning process, characteristics of decisions, and the application of Management by Objectives (MBO). • Analyze organizational structure and design, distinguish between formal and informal organizations, and evaluate elements such as span of control, delegation of authority, centralization, and decentralization. • Understand the functions of directing, including leadership and motivation; differentiate leadership styles and explain various motivation theories like Maslow's, Herzberg's, and McGregor's. • Knowledge of controlling and coordination, understand their processes, techniques, and importance in effective management. 		
SYLLABUS		
Unit-I: Management: Meaning, Definition, Nature, and Importance of Management. Functions of Management, Principles of Management. Evolution of Management Thought		
Unit-II: Planning: Meaning, Definition, Types, and Process. Decision Making: Meaning, Characteristics and Process. Management by Objectives (MBO)		
Unit-III: Organization: Meaning, Formal and Informal Organisation, Organizational Structure, Span of Control, Delegation of Authority, Centralization and Decentralization.		
Unit-IV: Directing: Meaning, Nature and Importance. Leadership: Nature, Types and Styles of Leadership. Motivation :Meaning –Types and Theories – (Maslow, Herzberg, McGregor)		
Unit-V: Controlling: Definition, Characteristics, Process and Techniques. Coordination: Concept, Importance and Types		
SUGGESTED BOOKS		
<ol style="list-style-type: none"> 1. L.M. Prasad, Principles and Practices of Management published by Sultan Chand & Sons. 2. Harold Koontz & Heinz Weihrich Management: Principles and Practices, published by McGraw Hill Education. 3. S.C. Saksena, Modern Business Organisation and Management published by SahityaBhawan Publications, Agra. 4. C.B. Gupta, Principles of Management published by Sultan Chand & Sons 5. Dr. R.C. Bhatia, Principles of Management published by Ramesh Book Depot, Jaipur. 		

B.B.A. Semester: I 2025-26
Discipline Centric Core Course (DCC)
FACCC44001T: Fundamentals of Accounting
(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> • Understand the general purposes and functions of accounting. • Demonstrate calculation of depreciation by applying various methods. • Recognize the commonly used financial statements, their components and flow of information from business transactions into these statements. • Use & analyze the accounting information to support business processes and practices. 		
SYLLABUS		
Unit-I: Book-Keeping and Accounting – Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance.		
Unit-II: Depreciation – Causes – Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method. Consignment Accounts.		
Unit-III: Preparation of Final Accounts –Trading, Profit and Loss Account and Balance Sheet With Adjustment Entries, Simple Problems Only - Capital and Revenue Expenditure and Receipts. Self and Sectional Balancing System. Royalty Accounts.		
Unit-IV Partnership - Problems of Partnership Firm related to Admission & Death of Partners and Dissolution of Partnership firm.		
Unit-V: Company Accounts- Issue of Equity Shares & Preference Shares, Book Building Process.		
SUGGESTED BOOKS		
<ol style="list-style-type: none"> 1. Anthony, R. N., Hawkins, D., Merchant, K. A. Accounting: Text and Cases. New York: McGrawHill Education India. 2. Dam, B. B., Gautam, H. C. Financial Accounting. Guwahati: Gayatri Publications. 3. Monga, J. R. Financial Accounting: Concepts and Applications. New Delhi: Mayur Paperback Publishing. 4. Shukla, M. C., Grewal, T. S., Gupta, S. C. Advanced Accounts. New Delhi: Sultan Chand Publishing. 5. Maheshwari, S. N., Maheshwari, S. K., Maheshwari, S. K. Financial Accounting. New Delhi: Vikas PublishingHouse Pvt. Ltd. 6. Sehgal, D. Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd. 		

B.B.A. Semester: I 2025-26
Discipline Centric Core Course (DCC)
MECCC44001T: Managerial Economics
(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> • Develop a critical understanding of different economic theories. • Take decisions about optimum production quantity which will minimise costs and maximize returns. • Understand different market structures and apply decisions methodologies to decide the best price of the product of the business. • Integrate economic theories with managerial practices to solve business problems. • Students will study production functions, the laws of returns, economies and diseconomies of scale, and general pricing principles, including the role of time in pricing decisions. 		
SYLLABUS		
Unit-I: Introduction to Managerial Economics - Definition and scope of managerial economics, Difference between Micro and Macro Economics. Utility Analysis: Cardinal and Ordinal Approaches, Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility. Indifference Curve-Meaning and Characteristics.		
Unit-II: Demand Analysis and Supply Analysis: Meaning of Demand, Types of Demand, Law of demand, Determinants of Demand, Demand Function, Elasticity of demand, Law of Supply, Price elasticity of supply.		
Unit-III: Production Analysis: Production function, Types of Production Function, Law of Returns, Law of variable proportions, Law of Increasing Returns, Law of Constant Returns, Law of Diminishing returns, Returns to scale.		
Unit-IV: Cost and Revenue Analysis: Cost concepts, Elements of Cost, Relationship between Production and Cost, Average and Marginal cost curves, Relationship between average and Marginal cost, Concept of revenue, Revenue Curve, Relationship between average and marginal revenue.		
Unit-V: Market Analysis: Definition and Classification, Price and Output determination under Perfect Competition, Monopoly, Oligopoly and Monopolistic Market		
SUGGESTED BOOKS		
1. D.M. Mithani: Fundamentals of Business and Managerial Economics, Himalaya Publishing House. 2. Mote, Paul and Gupta: Managerial Economics, TATA McGraw Hill, New Delhi. 3. Ahuja, H.L.: Managerial Economics, S. Chand & Company Ltd., New Delhi. 4. B.P. Gupta: Vyavsayik Arthashastra (Hindi), Malik and Company, Jaipur. 5. M. D. Agarwal and Somdeo: Business Economics, Ramesh Book Depot, Jaipur. 6. Dwivedi D. N., Managerial Economics, Vikas Publications, Delhi.		

BBA Semester: I – 2025-26
Ability Enhancement Compulsory Course (AECC)
ENGAC44001T:General English
(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
4 Credits	4 Hours	60 Hours
Course Outcome: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> Students will gain a comprehensive understanding of basic sounds of English and identify key literary forms. Students will Interpret and appreciate selected poetic and literary texts by Shakespeare, Tagore, and R.K. Narayan, demonstrating a grasp of theme, tone, and literary techniques. Students will apply knowledge of English grammar structures such as form classes, articles, prepositions, modal auxiliaries, and the use of prefixes, suffixes, and connectives in context.. Students will explore the concept of Using appropriate tenses, voice (active/passive), and speech (direct/indirect) so as to learn English effectively. Students will compose formal and informal letters, reports, and job applications with clarity, correct structure, and suitable vocabulary. 		
SYLLABUS		
Unit-I: The Sounds of English: Consonants, Mono-thongs, Diphthongs. An Acquaintance with Literary Forms:- Elegy, Ballad, and Sonnet. An Acquaintance with Figures of Speech:- Simile, Metaphor, Personification, and Irony		
Unit-II: Poetry: William Shakespeare – All the World is a stage. Rabindranath Tagore – Where the Mind is without Fear. Act Play/Novel: R. K. Narayan – Vendor of Sweets.		
Unit-III: Introduction to Form Classes, Tenses and its uses. Articles,Preposition and Modal auxiliaries.		
Unit-IV: Active and Passive Voice, Direct and Indirect Speech, Prefixes and Suffixes, Connectives.		
Unit-V: English Writing Skills: Formal & Informal Letters, Report Writing.		
SUGGESTED BOOKS		
1. W.H. Hudson "An Introduction to Literary Forms". 2. R.K. Narayan "The Vendor of Sweets" "English Verse: An Introduction" by David Kennedy 3. P.C. Wren & H. Martin "High School English Grammar and Composition". 4. M.A. Yadugiri & Geetha Rajeevan."Effective English Communication"		

B.B.A. Semester: I 2025-26
Skill Enhancement Course (SEC)
FOCSC44001T: FUNDAMENTALS OF COMPUTER
(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> • Understand the basic components and functioning of a computer system, including hardware and software. • Demonstrate knowledge of number systems, data representation, and basic logic gates used in digital computing. • Explain the role and functions of operating systems and various types of software applications. • Apply knowledge of computer networks, internet, and cybersecurity principles in real-world contexts. 		
SYLLABUS		
Unit-I: Computer Basic: Introduction, History of Computer, Types of Computer, Generations of Computer, and Basic Components of PC.		
Unit-II: Hardware and Software: Introduction, Types of Software, Input Devices and Output Devices, Relationship between Hardware and Software, RAM and ROM		
Unit-III: Network, Security and Networking: LAN, WAN, MAN, SAN, CAN, Internet Information, Internet Service, Difference Between Internet, Extranet and Ethernet, Windows (latest Version): Introduction, Features, Installation, Activation, Security Features,		
Unit-IV: MS Word with all the applications and uses. MS Power Point: Introduction, Creating a Presentation, Using Templates, Inserting Charts, Inserting Table		
Unit-V: MS Excel: Introduction, the basics of creating, editing, and manipulating spreadsheets using Excel, including features like data entry, calculations, formatting.		
SUGGESTED BOOKS		
<ol style="list-style-type: none"> 1. Sinha, P.K., Computer Fundamentals, BPB Publication, Jaipur 2. Norton, Peter, Introduction to Computers, Tata McGraw Hills, New Delhi 3. Taxali, R.K., PC Software for Windows 98, Tata McGraw Hills, New Delhi 4. Swamy, E. Balguru, Programming in ANSI 'C', McGraw Hills, New Delhi 5. Jain, Anubha, Deep ShikhaBhargav, Computer Fundamentals, RBD, Jaipur 		