

The logo for Jiwaji University consists of several overlapping circles in blue, black, and yellow.

# Jiwaji University, Madhya Pradesh

## BBA GEN Sem 1 syllabus

### **Business Communication**

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) Enquiries 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.

### **Management Principles and Practices**

#### **Management Principles and Practices**

##### **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:**

Nature of planning, Components of planning, Principles of planning, Importance and Process of planning, Planning in fast changing environment, Types of planning, Limitations of planning and Making planning effective.

Decision-Making - Nature and Process, Types of decisions, Rationality and Creativity in decision making.

## **UNIT - III: Organizing:**

Nature, Process, Significance, and Principles of organization, Organization charts, Organization manual, Formal and Informal organizations.

Span of management, Authority and Responsibility relationships.

## **UNIT - IV: Directing and Communication:**

Concept, Nature, Principles and Techniques of directing.

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.

## **Financial Accounting**

### **Financial Accounting**

#### **UNIT - I: Nature, Objectives, Concepts, Conventions and Principles of accounting,**

Double entry system, Journal, Ledger, Cash book and Trial balance. Preparation of bank reconciliation statement.

**UNIT - II: Concept of capital and revenue**, Final accounts with adjustment.

Depreciation accounting.

**UNIT - III: Accounts of Non-Trading Institutions** - Receipts and payment accounts,

Income and expenditure accounts, and Single entry system.

**UNIT - IV: Accounting for Joint venture**, Consignment accounts and Royalty

accounts.

**UNIT - V: Branch accounts and Departmental accounts.**

## **Business Mathematics**

### **Business Mathematics**

**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 - III: Matrices**: Addition, Subtraction, Multiplication of matrices, Inverse of

matrices, System of linear equations and its applications.

**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.

# **Business Organisations**

## **UNIT - I: Introduction:**

Nature and Scope of business, Objectives of business, Classification of business activities, Business system and Environment, Social responsibilities of business.

## **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:**

Theories of industrial location, Factors affecting the location of industry, Government policy towards the localization. Concept of combination, Merits, Demerits and Types of combination. Nature, Types and Causes of business risks.

## **UNIT - IV: Stock Exchanges:**

Functions of stock exchanges, Method of trading on a stock exchange, Speculation and stock exchange, Factors affecting, Regulation and Control of stock exchanges, On-line Stock trading, Products and Services.

## **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.

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