

# **Veer Narmad South Gujarat University, Surat**

## **Syllabus of Computer Application-I F.Y.B.B.A Semester -1**

**Effective from June 2010**

1. Introduction to Hardware 10%
  - a. Computer Introduction
  - b. Characteristics and limitation of computer
  - c. Block diagram of computer
  - d. Input/Output/Storage Devices
  
2. Introduction to Software 10%
  - a. Types of software(System s/w and Application s/w)
  - b. Computer Languages(Low level and High level)
  - c. Operation system (Functions, Features and types of OS)
  
3. Introduction to Windows 10%
  - a. Windows objects (Title bar,Menu bar, Tool bar, Status bar, Scroll bar)
  - b. Desktop Component (Task bar, My computer, My n/w place, Recycle bin)
  - c. File Manager and Print Manager
  
4. Word Processing package 10%
  - a. Features
  - b. Formatting text and paragraph
  - c. Working with tables
  - d. Bullets and numbering
  - e. Graphics
  - f. Hyperlink and bookmark
  - g. Macro
  - h. Mail merge

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| 5. Presentation package  | 10% |
| <ul style="list-style-type: none"> <li>a. Creating and editing slides and objects</li> <li>b. Custom animation effect</li> <li>c. Slide transition effect</li> <li>d. Design templates</li> <li>e. Running slide show</li> </ul>   |     |
| 6. Introduction to MS Excel and Function   | 25% |
| <ul style="list-style-type: none"> <li>a. Counting function</li> <li>b. Mathematical function</li> <li>c. Date &amp; Time function</li> <li>d. Text function</li> <li>e. Logical Function</li> <li>f. Lookup and reference function</li> <li>g. Statistical function</li> <li>h. Financial function</li> <li>i. Total &amp; Subtotal function</li> <li>j. D function</li> </ul>  |     |
| 7. Analysis of Data  | 10% |
| <ul style="list-style-type: none"> <li>a. Data consolidation</li> <li>b. Goal seek</li> <li>c. Solver</li> </ul>   |     |
| 8. Database in Excel and Access (DBMS)   | 15% |
| <ul style="list-style-type: none"> <li>a. Introduction to database (database, field, table, record, primary key)</li> <li>b. Basic of internal data</li> <li>c. Limitation &amp; Importance</li> <li>d. Use of Built in data form in excel</li> <li>e. Creating , editing , sorting database in excel and access</li> <li>f. Sorting, Filtering in excel</li> <li>g. Creating relationship between tables in Access</li> <li>h. Creating form, Query and Report with wizard in Access</li> </ul> |     |

References:

1. Computer Application in Management By A.K.Saini
2. Fundamental of Computer By P.Mohan
3. Information Technology By Sushila Madan
4. Computer Fundamentals By Ashok Arora & Sefali Bansal
5. How Computer Works By Ron White, Techmedia
6. Mastering Excel By Mindy & Martin

# Veer Narmad South Gujarat University

## syllabus for **COMMUNICATION SKILLS PAPER I** FYBBA Semester I Effective from June 2010

### Objectives:

1. To familiarize students with basic knowledge of English language and its use in daily life and at work place.
2. Unit 1 will help in developing the basic grammar and its working in written texts. It will develop skills for comprehending simple texts and prepares them to handle difficult prose writings later on.
3. Unit 2 will focus on different situations where English is used. It will help the students to develop basic vocabulary and sentence structure to speak in English.
4. Unit 3 is designed to equip students to write different kinds of formal letters with simple vocabulary.

Unit	Topic	No. of Lectures	Wheightage
<b>1</b>	<p><b>Text:</b> <i>Configurations</i>. Eds. N.K Dakorwala, M.F. Salat, and S.P. Sylvester. Mumbai: Macmillan, 1995</p> <p><b>Grammar Topics:</b>            Comprehension of the text            Use of Tenses in various situations            Subject-Verb concord            Punctuations            Use of articles            Types of sentences</p> <p><b>Reference Book:</b>            Gokhle et al. Eds. <i>Developing your English</i>. Pune: Frank Brothers &amp; Company.</p>	<p><b>20</b></p> <p><b>6</b></p> <p><b>2</b></p> <p><b>2</b></p> <p><b>2</b></p> <p><b>3</b></p>	<b>40%</b>

Unit	Topic	No. of Lectures	Wheightage
<b>2</b>	<p><b>Conversational English</b>            Situations in daily life:</p> <ol style="list-style-type: none"> <li>1. conversation with a shopkeeper</li> <li>2. conversation in a saloon</li> <li>3. conversation in a family</li> <li>4. conversation among friends</li> <li>5. giving an opinion or compliment</li> <li>6. asking for directions from a stranger</li> <li>7. conversations at a party</li> </ol>	<b>10</b>	<b>20%</b>



# Veer Narmad South Gujarat University

syllabus for ELEMENTS OF ECONOMICS  
FYBBA Semester I  
Effective from June 2010

## OBJECTIVES: -

- The course has been so designed to expose the students to the fundamentals & essentials of economics & develop in them the skills to apply the same in this age of globalization & economic dominance.

## PADAGOGIC TOOLS: -

Lectures, Practical examples from corporate & business world, assignments & presentations.

## EVALUATION:-

70 Marks External + 30 Marks Internal (10 Internal tests, 10 Assignment, 10 Attendance and Participation)

## COURSE CONTENT:-

Topics	Weightage
<b>I NATURE &amp; SCOPE OF ECONOMICS</b>	20%
➤ Meaning of an Economic Problem	
➤ The problem of Scarcity	
➤ The problem of Choice	
➤ The problem of Efficiency	
➤ Economic & Non-economic activities	
➤ Early definition of Economics	
➤ Economics as a science of Wealth: evaluation & criticism of wealth definition of economics	
➤ Economics as a science of Material Welfare: evaluation & criticism of welfare definition of Economics	
➤ Economics as a science of Scarcity: evaluation & criticism of scarcity definition of economics	
➤ Economics as a science of Growth & Development	
➤ Micro Economics <ul style="list-style-type: none"><li>• Meaning</li><li>• Subject matter</li><li>• Advantages</li><li>• Limitations</li></ul>	
➤ Macro Economics <ul style="list-style-type: none"><li>• Meaning</li><li>• Subject matter</li><li>• Advantages</li><li>• Limitations</li></ul>	
➤ Interdependence between Microeconomics and Macroeconomics	
➤ Nature of Economics <ul style="list-style-type: none"><li>• Economics as a science &amp; as an art</li><li>• Economics as positive science &amp; normative science</li></ul>	
➤ Scope of Economics	
➤ Relationship of economics with other disciplines	

<p><b>II DEMAND &amp; SUPPLY ANALYSIS</b></p> <ul style="list-style-type: none"> <li>➤ Meaning of Demand</li> <li>➤ (A) Types of demand <ul style="list-style-type: none"> <li>• Price demand</li> <li>• Income demand</li> <li>• Cross demand</li> </ul> </li> <li>(B) Demand distinctions <ul style="list-style-type: none"> <li>• Demand for consumer's goods &amp; producer's goods</li> <li>• Demand for perishable goods &amp; durable goods</li> <li>• Firm &amp; Industry demand</li> <li>• Derived &amp; autonomous demand</li> <li>• Short-run &amp; long-run demand</li> <li>• Individual &amp; market demand</li> </ul> </li> <li>➤ Law of demand <ul style="list-style-type: none"> <li>• Demand function</li> <li>• Demand schedule</li> <li>• Market demand schedule</li> <li>• Demand curve</li> <li>• Assumptions of the law of demand</li> <li>• Reasons for the law of demand. Why does the demand curve slopes downward?</li> <li>• Exceptions to the law of demand or Perverse demand curve</li> <li>• Change in demand &amp; shift in demand</li> <li>• Determinants or factors affecting the demand schedule</li> </ul> </li> <li>➤ Demand forecasting <ul style="list-style-type: none"> <li>• Meaning &amp; significance</li> <li>• Types of forecasting</li> <li>• Steps in forecasting</li> <li>• Objectives of demand forecasting</li> <li>• Approaches to demand forecasting: Criteria of a good forecasting method</li> <li>• Methods of demand forecasting : Survey &amp; Statistical method</li> <li>• Importance of demand forecasting</li> <li>• Forecasting demand for new products</li> </ul> </li> <li>➤ Meaning of supply <ul style="list-style-type: none"> <li>• Stock &amp; supply</li> </ul> </li> <li>➤ Law of supply <ul style="list-style-type: none"> <li>• Supply function</li> <li>• Supply schedule</li> <li>• Supply curve</li> <li>• Assumptions of the law of supply</li> <li>• Exceptions to the law of supply</li> <li>• Determinants or factors affecting supply</li> <li>• Change in supply &amp; shift in supply</li> </ul> </li> </ul>	<p>22%</p>
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<p><b>III ELASTICITY OF DEMAND</b></p> <p>1.Introduction – Various concepts of Demand Elasticity</p> <ul style="list-style-type: none"> <li>➤ Elastic &amp; In-Elastic Demand</li> </ul> <p>2. Price Elasticity of Demand</p> <ul style="list-style-type: none"> <li>➤ Meaning of Price elasticity of Demand</li> <li>➤ Types of Price elasticity of Demand</li> <li>➤ Measurement of Price elasticity of Demand</li> <li>➤ Determinants of Price elasticity of Demand</li> <li>➤ Relationship between Price elasticity of Demand , Total Revenue &amp; Marginal Revenue</li> <li>➤ Importance of Price elasticity of Demand in Business</li> </ul> <p>3. Income Elasticity of Demand</p> <ul style="list-style-type: none"> <li>➤ Meaning of Income elasticity of Demand</li> <li>➤ Types of Income elasticity of Demand</li> <li>➤ Relation between Income elasticity of Goods</li> <li>➤ Importance of Income elasticity for Business Firms</li> </ul> <p>4.Cross Elasticity of Demand</p> <ul style="list-style-type: none"> <li>➤ Meaning of Cross elasticity of Demand</li> <li>➤ Cross Elasticity of Demand: Substitutes &amp; Complements</li> <li>➤ Importance of Cross elasticity of Demand for Business Decision Making</li> </ul> <p>5.Promotional or Advertising Elasticity of Demand</p> <p>6. Elasticity of Substitution</p> <ul style="list-style-type: none"> <li>➤ Relation Between Price Elasticity , Income Elasticity &amp; Substitution Elasticity</li> </ul> <p>6. Elasticity of Price Expectations</p>	<p>15%</p>
<p><b>IV COST &amp; REVENUE ANALYSIS (20%)</b></p> <ul style="list-style-type: none"> <li>➤ Cost concepts <ul style="list-style-type: none"> <li>(A) Accounting cost concepts: <ul style="list-style-type: none"> <li>• Opportunity cost &amp; actual costs</li> <li>• Accounting cost &amp; economic costs</li> <li>• Business cost &amp; full costs</li> <li>• Money cost &amp; real costs</li> </ul> </li> <li>(B) Analytical cost concept <ul style="list-style-type: none"> <li>• Fixed &amp; variable cost</li> <li>• Total average &amp; marginal costs</li> <li>• Short run &amp; long run costs</li> <li>• Incremental &amp; sunk costs</li> <li>• Historical &amp; replacement costs</li> <li>• Private &amp; social costs</li> </ul> </li> </ul> </li> <li>➤ Short-run cost analysis or Short-run cost output relationship <ul style="list-style-type: none"> <li>• Meaning of short-run</li> <li>• Short-run fixed &amp; variable costs</li> <li>• Importance of distinction between fixed &amp; variable costs</li> <li>• Short-run TFC, TVC, TC</li> </ul> </li> </ul>	

<ul style="list-style-type: none"> <li>• Short-run AC/ATC, AFC, AVC</li> <li>• Short-run marginal cost MC</li> <li>• Reason for the “U” shape of AC curve</li> <li>• Relationship between AC &amp; MC curves</li> </ul> <p>➤ Long-run cost analysis or Long-run cost output relationships</p> <ul style="list-style-type: none"> <li>• Meaning of long-run</li> <li>• Long-run TC curve</li> <li>• Long-run AC curve</li> <li>• Long-run MC curve</li> </ul> <p>➤ Concepts of revenue</p> <p>➤ Revenue &amp; revenue curves</p> <ul style="list-style-type: none"> <li>• Total revenue (TR)</li> <li>• Average revenue (AR)</li> <li>• Marginal revenue (MR)</li> </ul> <p>➤ Relationship between AR &amp; MR</p> <p>➤ Significance of the concept of revenue</p>	
<p><b>V NATIONAL INCOME</b></p> <p>➤ Meaning &amp; Definitions</p> <p>➤ Basic Concept of national income</p> <ul style="list-style-type: none"> <li>• Gross National Product (GNP)</li> <li>• Gross Domestic Product (GDP)</li> <li>• Net National Product (NNP)</li> <li>• Personal Income (PI)</li> <li>• Disposable Income (DI)</li> </ul> <p>➤ Methods of measuring national income</p> <ul style="list-style-type: none"> <li>• Census of Product method or Output method or commodity service method</li> <li>• Census of Income method or Factor cost method</li> <li>• Census of Expenditure method or Total outlay method</li> </ul> <p>➤ Methodology of estimating national income in India</p> <p>➤ Problems in the estimation of national income</p> <ul style="list-style-type: none"> <li>• Conceptual problems</li> <li>• Statistical problems</li> </ul> <p>➤ Significance of national income estimates</p> <p>➤ Circular flow of economic activity</p> <ul style="list-style-type: none"> <li>• Two sector model</li> <li>• Four sector model</li> </ul>	08%
<p><b>VI MONEY SUPPLY</b></p> <p>➤ Definition of Money</p> <p>➤ Money &amp; Near Money</p> <p>➤ Functions of Money</p> <p>➤ Components of Money supply</p> <p>➤ Determinants of Money supply</p> <p>➤ Importance of Money</p> <p>➤ Evils of Money</p> <p>➤ Demand for Money</p>	08%

<p><b>VII BUSINESS CYCLE</b></p> <ul style="list-style-type: none"> <li>➤ Definition of a Business Cycle</li> <li>➤ Features of a Business Cycle</li> <li>➤ Classification of a Business Cycle</li> <li>➤ Phases of a Business cycle <ul style="list-style-type: none"> <li>• Prosperity</li> <li>• Recession</li> <li>• Depression</li> <li>• Recovery</li> </ul> </li> <li>➤ Theories of Trade cycle</li> <li>➤ Control of Trade cycle</li> </ul>	<p>07%</p>
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**Text and Reference books:-**

- 1) Modern Microeconomics: Theory & Application-H.L. Ahuja , Publisher Sultan Chand.
- 2) Advanced Microeconomics Theory-M.J.Kennedy , Himalaya Publishing House.
- 3) Principles of Economics-Prem Bhutani , Taxmann Allied Services (P) Ltd.
- 4) Economics-Paul Samuelson William Nordhaus , Tata MacGraw-Hill.
- 5) Introduction to Positive Economics-Richard Lipsey , Oxford University press.
- 6) Principles of Economics – D. M. Mithani, Himalaya Publishing House.
- 7) Introduction to Economics – Stephan Dobson, MACMILLAN.
- 8) Managerial Economics – Analysis, Problems and Cases – P. L. Mehta Sultan Chand & sons.
- 9) Essentials of Managerial Economics – P. N. Reddy, Himalaya Publishing House.
- 10) Business Economics – H. L. Ahuja, Sultan Chand.
- 11) Indian Economy – S. K. Misra, V. K. Puri, Himalaya Publishing House.
- 12) Economics, The ICFAI University.
- 13) Principles of Economics – M. L. Seth.
- 14) Principles of Economics – N. Gregory MANKIW, Thomson South Western.

# Veer Narmad South Gujarat University

## syllabus for Principles of Management FYBBA Semester I Effective from June 2010

### Chapter I. Introduction, Nature & Scope of Management : 17 %

1. Definition of management
2. Introduction of management
3. Features of management
  - Management has objectives
  - Management is working with & through people
  - Management involves decision making
  - In management, there are organized activities
  - Management involves exploitation of resources which are related with each-other
  - Management is both science & art
  - Management is a profession
  - Management is multi-disciplinary
  - Management theories & principles are universal but techniques & practices are not.
  - Management principles are dynamic
4. Management as science & art
  - Management as science
  - Management as art
  - Conclusion : Management is both Science & art.
5. Management as a profession
  - Features of profession like: Existence of knowledge , Acquisition of knowledge, Professional associations, Ethical Codes, Service Motive.
  - Management as an emerging profession
6. Universality of Management
  - Arguments in favour of universality
  - Arguments against universality
  - Conclusion that management theories are universal & techniques & practices are not
7. Professionalism of Management in India
8. All India Management Association & its codes of conduct
9. Empirical Approach
10. Human Behaviour Approach
11. Social Systems Approach
12. Decision theory Approach
13. Systems Approach
14. Contingency Approach
15. Management Process of five functions. POSDCORB classification.

### Chapter II- Planning 17 %

1. Definition of planning & introduction
2. Features & importance of planning
3. Process of planning.

4. Management by Objectives ( MBO )
5. Planning Premises:
  - Various external premises & Internal premises.
  - Classification of premises among three classes: Un-controllable, Semi-controllable & controllable premises
  - Concept of environment. Components of external & Internal environment.
6. Types of plan
  - Classification of plans as per hierarchy ( scope )
  - Classification of plans as per time
  - Classification of plans as per functions
7. Forecasting
  - Definition
  - Importance to planning
  - Techniques of forecasting. ( only name )
8. Decision Making
  - Definition
  - Process of decision making
  - Qualities of effective decisions
  - Individual v/s group decisions, their merits & de-merits
  - Techniques of decision making
9. Limitations of planning
10. Case studies on planning

### Chapter III – Organizing 17 %

1. Definition of organizing & introduction
2. Process of organizing
3. Principles of organizing
4. Types of organizations OR types of organization structure ( Line, Staff , functional, Line & staff, matrix & Committee ). Merits & demerits of various structures
5. Departmentation & basis of departmentation: Functional, Territorial ( Geographical ), Product wise, Customer wise, Process wise, Time wise
6. Centralization V/s decentralization. Factors affecting centralization & decentralization
7. Concept of informal organizations. Examples of informal groups. Difference between formal and informal groups.
8. Delegation of authority. Definition , meaning, process and principles of delegation.
9. Blocks to effective delegation & measures of effective delegation.
10. Case studies on organizing

### Chapter IV – Staffing 10 %

1. Definition of staffing & introduction
2. Definition of recruitment
3. Sources of recruitment ( Internal & External ).
4. Process of recruitment & selection
5. Definition of training
6. Definition of development
7. Importance of training & development to organization & to employees
8. Case studies on staffing

## Chapter V – Directing & Coordinating 15 %

1. Definition of Co-ordination & introduction
2. Need & importance of Co-ordination
3. Techniques of Co-ordination
4. System's approach to co-ordination & types of co-ordination
5. Definition of Leadership
6. Qualities of a good leader ( successful leader )
7. Styles of leadership as per trait theory
8. Direction : Meaning and features of direction, importance of direction, principles of direction
9. Supervision: Meaning, Roles of Supervisor, How to supervise effectively & skills of a good supervisor.
10. Case studies on directing

## Chapter VI – Control 10 %

1. Definition of control
2. Importance of control & its relation to Planning
3. Process of control
4. Resistance to control and methods to overcome this resistance.
5. Control techniques : viz. Break Even Point Analysis, Budgetary Control, Zero Based Budgeting, Responsibility accounting, Standard Costing, Total Quality Management ( TQM ), Management Information System ( MIS ), Kaizen, Budgetary control: Types of budgets, Meaning, benefits and problems & limitations
6. Case Studies on control

## Chapter VII: Case Study : ( 14 % )

### Books:

1. Principles of Management – L.M. Prasad, Publisher: M/s. Sultan Chand. ( Text Book )
2. Management: Text & Cases - VSP Rao & V. Harikrishna, Excel Books ( Text Book )
3. Management - Harold Koontz , Tata McGraw Hill
4. Management - Robbins & Coulter, Prentice Hall