



# **Bachelor of Business Management**

## **SEMESTER I**

1. English- I
2. Communicative English I
3. Environmental Studies
4. Indian Business Environment
5. Principles of Economics
6. Financial Accounting -I

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### Communicative English I

#### **Unit 1**

Basics of Communication- Introduction, Process of Communication, Components of Communication, Factors of Communication.

#### **Unit 2**

Non-verbal Communication – Introduction, Personal Appearance, Facial Expressions, Movement, Posture, Gestures, Eye Contact, Vocal Communication Techniques.

#### **Unit 3**

Barriers to Communication - Introduction, Physical Barriers, Psychological Barriers, Semantic Barriers, Organisational Barriers, Interpersonal Barriers.

#### **Unit 4**

Letter Components and Layout -Introduction, Letterhead, Inside Address, Layout of a Business Letter, Forms of Layout of Letter.

#### **Unit 5**

Planning a Letter – Introduction, Select the Suitable Tone, State the Purpose, Assemble Relevant Information, Arrange the Material.

#### **Unit 6**

Process of Letter Writing – Introduction, Purposes of Business Letters, Write Naturally, Write Concisely and Directly, Write Precisely and Clearly, Write Positively and Courteously.

#### **Unit 7**

E-mail Communication -Introduction ,Popularity of E-Mails ,Problems in E - Mail communication, General Problems, Techniques for Writing Effective E-Mails, E-Mail Etiquette, Typography.

#### **Unit 8**

Memo and Memo Reports – Introduction, Usefulness of Memos, The Importance of Context in Memos, Structure for Memos.

#### **Unit 9**

Employment Communication Introduction -The Organisation Role, Goals of Interviews, Types of Interviews, Conducting Job Interviews, Evaluation of Applicants , Making Recommendations, The Applicant's Role, Elements of Resume, Selection of the Organisational Plan, Preparation of the Final Copy, Writing Job Application Letter, Interview Process.

#### **Unit 10**

Notice, Agenda and Minutes of Meeting -Introduction, Meeting, Notice of Meeting, Agenda of Meeting, Minutes of Meeting, Structure of Minutes, Delivery of Minutes.

#### **Unit 11**

Brochures – Introduction, Purpose, Audience, Qualities of Well-Designed Brochures.

#### **Suggested Readings**

1. Professional Communication by Aruna Koneru.

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### Environmental Studies

#### 1. The Multidisciplinary nature of Environmental Resources

Definition, Scope and Importance, Need for Public awareness.

#### II. Natural Resources and associated problems

**a) Forest Resources:** Use and over-exploitation, deforestation, case studies. Timber extraction, mining dams and their effects on forests and tribal people.

**b) Water Resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

**c) Mineral Resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

**d) Food Resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case study.

**e) Energy Resources:** Growing energy needs, renewable and non-renewable energy resources use of alternate energy sources. Case studies.

**f) Land Resources:** land as a resource, land degradation, man induced landslides, soil erosion and desertification.

**III. Ecosystems:** concept, structure and function, producers, consumers, decomposers, Energy flow, Ecological succession, Food chains, food webs and ecological pyramids. Introduction, types, characteristics, structure and function of following ecosystems:

a) Forest Ecosystem

b) Grassland Ecosystem

c) Desert Ecosystem

d) Aquatic Ecosystems(pond, streams, lakes,,rivers,oceans,estuaries)

**IV. Biodiversity and its conservation:** Introduction, Definition:genetic, species and ecosystem diversity, Biogeographical classification of India, value of Biodiversity, Biodiversity at Global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threat to biodiversity, Endangered and endemic species of India. Conservation of bio-diversity.

**V. Environmental Pollution:** Definition, causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards.

**VI. Social Issues and the Environment:** From Unsustainable to sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns. Case studies.

**Environmental Ethics:** Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, case studies. Wasteland reclamation, Consumerism and waste products, Environment protection Act, Air(prevention and control of pollution) Act, Water (Prevention and control of pollution)Act, Wildlife protection Act, Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness.

**VII. Human population and Environment:** Population growth, variation among nations. Population explosion- Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS, Women and Child Welfare, Role of Information Technology in Environment and human health. Case studies.

**VIII. Field work:** visit to a local area to document environmental assets river/forest/grassland/hill/mountain. Visit to locate polluted site, study of common plants, insects, birds, study of simple ecosystems.

**References:**

1. Agarwal, K.C.2001 Environmental Biology, Nidi publications Ltd.Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt.Ltd.,Ahmedabad-380013
3. Brunner R.c>,1989,Hazardous Waste Incineration,k McGraw Hill Inc.480 p.
4. Trivedi R.K. and P.K.Goel, Introduction to Air pollution. Techno-science publications.
5. Wagner K.D.1998. Environmental Management, W.B.Saunders Co.Philadelphia, USA.

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### English - I

#### UNIT-1

**1. Grammar and Vocabulary:** Review of elements of grammar & usage for effective communication – Parts of speech, Phrases, Clauses, Sentences – Pattern, Complex and Compound sentences, Transformation of sentences, Direct and Indirect speech; Synonyms, Antonyms.

#### UNIT-2

**2. Reading & Writing Skills:** Reading passages from Books, News Papers, Journals and writing them in concise forms. Exercises on Reading and Writing skills.

#### UNIT-3

**3. Personality Development:** Exercises focusing on vocabulary and communication skills, art of public speaking, preparation of Resume, facing of interviews, group discussion.

#### **Reference Books:**

1. Current English for colleges by N. Krishnaswamy.

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### Financial Accounting – I

1. Meaning of Accounting, Accounting Principles – Concepts & Conventions. Systems of Book-keeping - rules of double entry - Preparation of Journal and Ledger (Personal Accounts only). Subsidiary books – Purchases, purchase Returns, Sales, Sales returns, Cash Book, Petty Cash Book, Journal Proper, Bills Receivable and Bills Payable book (Format & Theory only). Problems on three column cash book.
2. Bill of Exchange - Meaning, Characteristics, Parties to Bill of Exchange (Drawer, Drawee, payee, Endorsee & Endorser) – Noting & Protest – Discounting – Endorsement – Renewals of Bills – Dishonor of Bills. Simple problems on Trade bills.
3. Preparation of Trial Balance, Preparation of Final Accounts of Sole-Trading Concern – Trading Account, Profit & Loss Account and Balance Sheet.
4. Depreciation – Meaning, Causes, Depreciation V/s Fluctuations, Methods of Depreciation – Problems on Straight line method, written down value method and Depreciation fund Method.
5. Consignment – Meaning – Difference between Sales and Consignment – Pro-forma invoice – Account Sale. Problems on Consignment (at cost and Invoice price) – Normal loss and abnormal loss.

#### **References:**

1. Advanced Accountancy - R.L. Gupta
2. Advanced Accountancy - S.N. Maheshwari
3. Advanced Accountancy - M.C Shukla
4. Advanced Accountancy - B.S Raman
5. Advanced Accountancy - Jain and Narang

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### **Indian Business Environment**

1. Objectives of business, business, as an organ of society, the internal and external environment of business; business, society and government-interface.
2. Forms of Business Organisations -Sole Proprietorship, Partnership, joint-stock company. Private and public, government companies, co-operatives, public sector companies, corporatisation of departmental undertakings, utilities, boards, port trusts, statutory corporations( a study of salient features)
3. External Factors - Social, cultural, political, and technological factors influencing business in India.
4. Economic Environment - salient features of Indian economy – sectoral developments – agriculture, industry and service sectors – sectoral and regional imbalance.
5. Business Ethics and Corporate Social Responsibility.

#### **References:**

1. Essential of Business environment - Bisht and Sharma
2. Business Environment - Francis Cherunilam
3. Business policy - Bomel
4. Business Environment - Ashwathappa

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### Principles of Economics

**1. Introduction to economics:** Definition. Problem of choice. Fundamental economic concepts: opportunity cost, trade-off, time value of money, Cost-benefit analysis, division of labor, and specialization. Nature and scope of economics. Micro- and Macro-Economics: Features, merits and demerits, and differences.

**2. Economic Systems:** Capitalism, Socialism, Mixed Economy, Transitional and Emerging economics - salient features, merits and demerits. Market Types (Structure): Area, Time Competition based classifications – Perfect and Imperfect competition (Monopoly, Duopoly, Oligopoly and Monopolistic): Features, Merits and demerits

**3. Demand Analysis:** Law of demand and supply, features. Meaning of utility, satisfaction. Measurement of utility: Cardinal measurement: Law of diminishing marginal utility, consumer surplus. Ordinal measurement: Indifference curves (features and properties), Complements and Substitutes. Consumer equilibrium.

**4. Production Analysis:** Production function inputs and output. Total, average and marginal products and Law of diminishing marginal returns. Returns to scale. Profits, revenue and costs. Isoquant, isocost and producers equilibrium.

**5. Macroeconomics:** (GDP GNP) Measurement of national income. Role of government and economic activities. Savings, investment and the financial system (RBI, Public and Private banks). Money and inflation. Business cycle and its phases. Macroeconomic policies: Fiscal and Monetary policies.

#### **References:**

1. Economics – P.A.Samuelson
2. Fundamentals of Economics – Sankaran
3. Principals of Economics-Ahuja
4. Micro Economics -Robert Pyndick
5. Managerial Economics - Dominic Salvatore