

ALABBAR SCHOOL OF MANAGEMENT
Raffles University
BBA Sem-I
English Language (MGTB-101)

Objective: Teaching English to students of Management is to prepare them with an adequate knowledge of communication in English in the periphery of business world. Students should feel comfortable and easy to communicate in English with others. They have learnt some basic grammatical usage and in this upcoming semester they will learn to communicate to each other with role play conversation. The course contents will, bring a lot of changes in their soft skills and personal development which are very essential for each of them. This syllabus is only for the second semester which will help them to communicate comfortably to others with general English in business field.

Course Credits: 2

Contact Hours 30 Hrs

Unit I: Introduction to Communication

Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers. **Reported Speech:** What is reported speech, where to use, how to report the speech of second person to others, words used for reported speech, etc.

Unit II: Oral Communication

Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences – Press Conference – Meetings - Rumour - Demonstration and Dramatization - Public address system - Group Discussion – Oral report - Closed circuit TV). The art of listening - Principles of good listening. Jam sessions – Debates etc

Unit III: Business Letters

Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence

Drafting of business letters

Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume - Report writing - Notices, Agenda and Minutes of the Meetings – Memos – cover letters – resume/ cv drafting.

Unit IV: Basic Grammar

Aids to correct writing- Tenses, Modals, Subject-verb agreement, common errors.

TEXT BOOKS:

- Communication Skills for Engineers and Scientists, Sangeeta Sharma and Binod Mishra, PHI Learning Pvt. Ltd.(New Delhi)
- Current English Grammar and Usage with Composition, R.P. Sinha, Oxford University Press (New Delhi)

- Business Communication, Meenakshi Raman & Prakash Singh, Oxford University Press (New Delhi)
- Professional Communication, Aruna Koneru, Tata McGraw Hills, New Delhi.
- A Practical Course for Developing Writing Skills in English, J.K. Gangal, PHI Learning Pvt. Ltd., New Delhi.

REFERENCE BOOKS

- Advanced Manual for Communication Laboratories and Technical Report Writing, D.Sudha Rani, Pearson, (New Delhi)
- A Course in Phonetics and Spoken English, J. Sethi& P.V. Dhamija, PHI Learning Pvt.Ltd. (New Delhi)
- English Language Laboratories: A Comprehensive Manual, NiraKonar, PHI Learning Pvt .Ltd. (New Delhi)
- Communication Skills for Engineers and Scientists, Sangeeta Sharma and Binod Mishra, PHI Learning Pvt. Ltd.(New Delhi).
- Oxford English Learning Package.(With CDs: Headway Series)
- Tata McGraw Hills English Learning Package (With CDs)
- “Oxford Advanced Learners’ Dictionary” published by Oxford University Press (New Delhi)

ALABBAR SCHOOL OF MANAGEMENT
Raffles University
BBA Sem-I
Constitution of Indian and Human Rights (MGTB-102)

Objective: To bring about aware among students about our constitution and human rights.

Course Credits: 4

Contact Hours 48 Hrs

Unit I: Indian Constitutional Philosophy

- a) Features of the Constitution and Preamble
- b) Fundamental Rights and Fundamental Duties
- c) Directive Principles of State Policy

Unit II Union and State Executive, Legislature and Judiciary

- a) Union Parliament and State Legislature: Powers and Functions
- b) President, Prime Minister and Council of Ministers
- c) State Governor, Chief Minister and Council of Ministers
- d) The Supreme Court and High Court: Powers and Functions

Unit III: Concept and Development of Human Rights

- a) Meaning Scope and Development of Human Rights
- b) United Nations and Human Rights – UNHCR
- c) UDHR 1948, ICCPR 1996 and ICESCR 1966

Unit IV: Human Rights in India

- a) Protection of Human Rights Act, 1993 (NHRC and SHRC)
- b) First, Second and Third Generation Human Rights
- c) Judicial Activism and Human Rights

TEXT BOOKS

- Durga Das Basu, Introduction to the Constitution of India, Prentice – Hall of India Pvt. Ltd.. New Delhi
- SubashKashyap, Indian Constitution, National Book TrustJ.A. Siwach, Dynamics of Indian Government & Politics
- D.C. Gupta, Indian Government and Politics

REFERENCE BOOKS

- H.M.Sreevai, Constitutional Law of India, 4th edition in 3 volumes (Universal Law Publication)
- V.N.Shukla, Constitution of India (Eastern Book Co)
- J.C. Johari, Indian Government and Politics
- Hans J. Raj Indian Government and Politics

ALABBAR SCHOOL OF MANAGEMENT
Raffles University
BBA SEM-I
Management Process (MGTB-103)

Objective: This subject is designed to provide a basic understanding to the students with reference to working of business organizations through the process of management. It will give a brief understanding of the managerial functions of planning (including decision making) and organizing. It will also throw light on the managerial functions of staffing, directing and controlling

Course Credits: 4

Contact Hours 48 Hrs

UNIT I--OVERVIEW OF MANAGEMENT

Definition - Management - Role of managers - Evolution of Management thought - Organization and the environmental factors – Trends and Challenges of Management in Global Scenario.

UNIT II—PLANNING

Nature and purpose of planning - Planning process - Types of plans – Objectives - - Managing by objective (MBO) Strategies - Types of strategies - Policies – Decision Making - Types of decision - Decision Making Process - Rational Decision Making

UNIT III--ORGANIZING

Nature and purpose of organizing - Organization structure - Formal and informal groups organization - Line and Staff authority - Departmentation - Span of control - Centralization and Decentralization - Delegation of authority - Staffing – Selection and Recruitment - Orientation - Career Development - Career stages – Training - - Performance Appraisal.

UNIT IV--DIRECTING

Creativity and Innovation - Motivation and Satisfaction - Motivation Theories - Leadership Styles - Leadership theories - Communication - Barriers to effective communication – Organization Culture - Elements and types of culture – Managing cultural diversity.

UNIT V--CONTROLLING

Process of controlling - Types of control - Budgetary and non-budgetary control Q techniques Managing Productivity - Cost Control - Purchase Control – Maintenance Control - Quality Control - Planning operations.

TEXT BOOKS:

1. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition.
2. Charles W L Hill, Steven L McShane, 'Principles of Management', McGraw Hill Education.

REFERENCE BOOKS:

1. Hellriegel, Slocum & Jackson, ' Management - A Competency Based Approach', Thomson South Western, 10th edition, 2007.
2. Harold Koontz, Heinz Weihrich and Mark V Cannice, 'Management - A global

ALABBAR SCHOOL OF MANAGEMENT
Raffles University
BBA Sem I
Business Organisation and Environment (MGTB-104)

Objective: The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.

Course Credits: 4

Contact Hours 48 Hrs

Unit 1: Foundation of Indian Business

Manufacturing and service sectors; Small and medium enterprises; Problems and government policy. India's experience of liberalization and globalization. Technological innovations and skill development. 'Make in India' Movement. Social responsibility and ethics Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

Unit 2: Business Enterprises

Forms of Business Organisation: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative society; Limited Liability Partnership; Choice of Form of Organisation. Government - Business Interface; Rationale and Forms of Public Enterprises. International Business. Multinational Corporations.

Unit 3: An Overview of Business Environment

Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.

Unit 4: Economic Environment

Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, Economic policies- new industrial policy, FEMA, Monetary and fiscal policies. Consumer Protection Act and Competition Law. Liberalization, Privatization and Globalization of Indian Economy, Trends and Issues. Introduction, Meaning of Privatization, Objectives of Disinvestment, Privatization / Disinvestment in India, Problems with Privatization

Unit 5: Privatization

Introduction, Meaning of Privatization, Objectives of Disinvestment, Privatization / Disinvestment in India, Problems with Privatization

TEXT BOOKS:

1. Kaul, V.K., Business Organisation and Management, Pearson Education, New Delhi
2. Prakash Jagdish, Business Organization, Kitab mahal, Allahabad
3. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.

REFERENCE BOOKS:

4. Srivastava, Vinay K., Privatisation of Public Enterprises in India, Kitab Mahal, Allahabad.
5. Nageshwar Rao and Srivastava, Vinay K, Public Enterprises and Changing Scenario, Research India Press, New Delhi

ALABBAR SCHOOL OF MANAGEMENT
Raffles University
BBA Sem-I
Principles of Accounting (MGTB-105)

Objective: This module provides students with a comprehensive introduction to financial accounting, its meaning, principles, concepts and conventions. By the end of the module, students will be fully equipped with the knowledge and skills required to prepare and understand the financial statements.

Course Credits: 4

Contact Hours 48 Hrs

Unit I

Theoretical Framework: Meaning and Scope of accounting; Accounting Concepts, Principles and Conventions; Accounting Standards – concepts, objectives, benefits; Accounting Policies; Accounting as a measurement discipline – valuation principles, accounting estimates, **Accounting Process** - Books of Accounts leading to the preparation of Trial Balance; Capital and revenue expenditures; Capital and revenue receipts; Contingent assets and contingent liabilities; Fundamental errors including rectifications thereof.

Unit II

Bank Reconciliation Statement; Inventories: Basis of inventory valuation and record keeping

Unit III

Depreciation Accounting: Methods, Computation and accounting treatment of depreciation, Change in depreciation methods

Unit IV

Preparation of Final Accounts for Sole Proprietors; Accounting for Special Transactions- Consignments; Joint Ventures; Bills of exchange and promissory notes; Sale of goods on approval or return basis.

Unit V

Partnership Accounts- Final accounts of partnership firms; Basic concepts of admission, retirement and death of a partner including treatment of goodwill. **Company Accounts** - Introduction to Company Accounts- Issue of shares and debentures; forfeiture of shares; re-issue of forfeited shares; redemption of preference shares.

TEXT BOOKS:

- Maheshwari: Introduction to Accounting, Vikas Publishing
- Monga, J R, Ahuja Girish and Sehgal, Ashok : Financial Accounting; Mayur Paper Back

REFERENCE BOOKS:

- Ashoke Banerjee: Financial Accounting, Excel Books
- Maheshwari: Introduction to Accounting, Vikas Publishing
- Shukla, M C, Grewal TS, and Gupta, S C : Advanced Accounts; S. Chand & Co
- Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India.

ALABBAR SCHOOL OF MANAGEMENT
Raffles University
BBA Sem-I
Business Mathematics (MGTB-106)

Objective: Business mathematics is used by commercial enterprises to record and manage business operations. Commercial organizations use mathematics in accounting, inventory management, marketing, sales forecasting, and financial analysis. Mathematics typically used in commerce includes elementary arithmetic, elementary algebra, statistics and probability. Business management can be made more effective in some cases by use of more advanced mathematics such as calculus, matrix algebra and linear programming.

Course Credits: 4

Contact Hours 48 Hrs

UNIT I: Basics of Business Mathematics

Ratio and proportion; Indices ; Logarithms

UNIT II :Equations

Linear – simultaneous linear equations up to three variables, Quadratic and cubic equations in one variable, Equations of a straight line, Intersection of straight lines, Graphical solution to linear equations.

Inequalities - Graphs of inequalities in two variables , Feasible & Infeasible solutions

UNIT III

Simple and Compound Interest including annuity – Applications, Basic concepts of Permutations and Combinations

UNIT IV

Sequence and Series – Arithmetic and geometric progressions, Sets, Functions and Relations

UNIT V

Limits and Continuity – Intuitive Approach, Basic concepts of Differential and Integral Calculus (excluding trigonometric functions)

TEXT BOOKS:

- R S Agarwal, Quantitative Aptitude, S. Chand Publishing, 17th Edition, 2012

REFERENCE BOOKS:

- Abhijit Guha, Quantitative Aptitude, Tata McGraw - Hill Education, 4th Edition, 2010
- P.Gupta, Quantitative Aptitude, Unique Publisher
- Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi

ALABBAR SCHOOL OF MANAGEMENT
Raffles University
BBA Sem-I
Fundamentals of Computers (MGTB-107)

Objective: Computers have become an integral part of work life of every individual. Today's pace of corporate functioning cannot even be thought of without computers. Keeping into mind such a necessity, this paper is introduced to help the students learn the basic skills of operating a computer and office automation.

Course Credits: 4

Contact Hours 48 Hrs

Unit I: Introduction to Computers

Computer defined, Classification of computers, Basic computer organization, Input devices, Output devices, Primary Memory (ROM, RAM), Secondary Memory, Binary digit system, Bits, Bytes, Other units of memory, Software (Application software, Operating Software).

Unit II: Microsoft Word

Introduction to Toolbars, Menus, Ribbons, Text formatting, Finding and replacing text, Inserting illustrations (picture, clipart, shapes, Smartart, Chart), Headers, Footers, Text box, Word art, Symbols, Page setup, Watermark, Page border, Paragraph formatting, grouping, ungrouping, Mail merge, Spell check, Word count, Zoom, Save, Save as, Printing documents, Print preview

Unit III: Microsoft Excel

Introduction to components of Excel window interface, Toolbars, Worksheet concept, Cell address, Formatting, Cell alignment, Conditional formatting, Inserting, Deleting and formatting cell, Autosum, Sorting & Filtering, Inserting illustrations (picture, clipart, Shapes, Smart art), Inserting and formatting charts, Text box, Header & Footer WordArt, Object, Symbol, page layout, Basic formulas (sum, multiplication, average, maximum, minimum, percentage), Spellcheck, Inserting & editing comment, Save, Save as, Printing, Print preview, Page break view.

Unit IV: Microsoft PowerPoint

Introduction to components of PowerPoint window interface, Toolbars, Slide layout, design, Slide formatting, arranging and ordering, Inserting tables, Illustrations (Picture, Clipart, Shapes, Smart art, Chart, Text box, Header & Footer, WordArt, Movie, Sound, Slide animation, Slide transition, Slide show basics, Slides handout, Slides sorter, Printing handouts, Print preview.

Unit V: Networking and Internet

Computer networking basics, Network topology (Star, Ring, Bus, Hybrid, LAN, WAN, MAN, Internet surfing, Internet browsers (Mozilla, Internet explorer, Chrome, Opera), Opening & operating email accounts, Dropbox, Instant messaging, Search engines

TEXT BOOKS:

- Sinha, P.K. and Sinha, Priti, Computer fundamentals, BPB Publications, New Delhi, Sixth Edition, 2011.

REFERENCE BOOKS:

- Peter Norton, Introduction to Computers, Tata McGraw Hill, Sixth Edition, 2009.
- Behrouz Forouzan, Data Communication and networking, TMH