

RAJJU SHROFF ROFEL UNIVERSITY, VAPI
Bachelor of Business Administration (BBA)
Semester – 1
With Effect from A.Y. 2023-24

Course Code	MSM201-1C	
Title	Management – Principles and Practices	
Credit	4 (4 hours per week teaching)	
Purpose	<ul style="list-style-type: none"> • To provide students with the understanding of basic management principles and practices. • To enhance knowledge and understanding of Management concepts and theories. 	
Course outcome	<ul style="list-style-type: none"> • Students will be able to understand various functions of management used by organizations for its smooth functioning. • Students will be able to inculcate the ability to apply multifunctional approaches to Organizational Objectives. 	
Unit	Description	Weightage %
1	<p>Framework for Management</p> <ul style="list-style-type: none"> ➤ Conceptual understanding of Management. ➤ Definitions of Management. <ul style="list-style-type: none"> • Production Oriented Definition. • Decision Oriented Definition. • People Oriented Definition. • Function Oriented Definition. ➤ Characteristics of Management. ➤ Roles of Managers. ➤ Management: Science, Art, or Both. ➤ Universality of Management. ➤ Development of Management Thoughts. <ul style="list-style-type: none"> • Empirical Approach • Fredrick Taylor’s Scientific Management • Henry Fayol’s Administrative Management • Decision Theory Approach • System Approach • Social System Approach • Contingency Approach. 	25%
2	<p>Planning and Decision Making</p> <ul style="list-style-type: none"> ➤ Planning <ul style="list-style-type: none"> • Meaning and Definition of Planning. • Characteristics of Planning. • Planning Process. • Types of Planning - Corporate & Functional Planning, Strategic & Tactical Planning, Long- Term & Short-Term Planning, Proactive & Reactive Planning, Formal & Informal Planning. • Planning Premises – Internal & External Premises, Tangible 	25%

	<p>& Intangible Premises, Controllable & Uncontrollable Premises.</p> <p>➤ Decision Making</p> <ul style="list-style-type: none"> • Meaning and Definition of Decision Making. • Decision Making Process. • Individual vs. Group Decision Making. 	
3	<p>Organizing and Staffing.</p> <p>➤ Organizing</p> <ul style="list-style-type: none"> • Meaning and Definition of Organizing. • Organizing Process. • Types of Organization Structure – Line Organization, Functional Organization, Line & Staff Organization, Committee Organization, Matrix Organization. • Formal vs. Informal Organization. <p>➤ Departmentation</p> <ul style="list-style-type: none"> • Meaning & Definition. • Bases of Departmentation. <p>➤ Centralization vs. Decentralization.</p> <p>➤ Delegation of Authority</p> <ul style="list-style-type: none"> • Meaning & Definition. • Process of Delegation. • Principles of Delegation. <p>➤ Staffing</p> <ul style="list-style-type: none"> • Meaning and Definition. • Recruitment vs. Selection. • Sources of Recruitment 	25%
4	<p>Directing, Co-ordination and Control.</p> <p>➤ Directing</p> <ul style="list-style-type: none"> • Meaning and Definition. • Principles of Directing. <p>➤ Co-ordination</p> <ul style="list-style-type: none"> • Meaning and Definition • Types of Co-ordination. • Co-ordination vs. Co-operation. <p>➤ Control</p> <ul style="list-style-type: none"> • Meaning and Definition. • Control Process. • Reasons for Resistance to Control. • Control Methods – TQM, Six Sigma, Kaizen, Benchmarking. 	25%

Reference Books:

- Principles and Practices of Management – L M Prasad; Sultan Chand and Sons.
- Management: VSP Rao, Excel Publications.
- Management – Concept, Practices and Cases; Karminder Ghuman & K. Aswathapa; Tata McGraw Hill.

Course Code	MSM202-1C	
Title	Financial Accounting	
Credit	4 (4 hours per week teaching)	
Purpose	<ul style="list-style-type: none"> To provide conceptual knowledge about Book keeping and Accounting 	
Course outcome	<ul style="list-style-type: none"> Students will able to understand fundamentals of accounting and develop skills for book keeping. 	
Unit	Description	Weightage %
1	Introduction to Accounting <ul style="list-style-type: none"> Concept of Financial & Computer Accounting Advantages & Limitations of Financial Accounting Advantages & Limitations of Computer Accounting Accounting Concepts, Conventions & Principles Nature of Account & Rule for Debit – Credit Introduction to Tally Accounting Package 	20%
2	Book - Keeping <ul style="list-style-type: none"> Preparation of Journal Book, Ledger Book & Trail Balance Preparation of Subsidiary Books (Purchase, Sales, Return & Cash Book) 	20%
3	Stock Register and Depreciation <ul style="list-style-type: none"> Stock Register: (FIFO, LIFO & Weighted Average Method) (Numerical) Depreciation: Meaning & Objectives for providing Depreciation Calculations of Depreciation, SLM & WDV Method (Numerical) (Without retrospective effect) 	20%
4	Final Accounts <ul style="list-style-type: none"> Final Accounts of Sole Proprietors (Numerical only) Final Accounts of Company as per Company Act 2013(Format) 	20%
5	Introduction to Cost Accounting <ul style="list-style-type: none"> Cost Accounting: Concept, Advantages & Limitations Methods of Costing Preparation of Cost Sheet (Numerical) 	20%

Reference Books:

- T. S. Garewal, Introduction of Accounting, Sultan Chand & Co.
- Hanif & Mukharjee, Modern Accounting, Tata McGrew Hill
- S. N. Maheswari, Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
- Vishnu Priya Singh, Tally ERP 9, Asian Computech Book
- Tulsian P. C., Financial Accounting, Pearson

Course Code	MSE201-1C	
Title	Elements of Economics	
Credit	4 (4 hours per week teaching)	
Purpose	<ul style="list-style-type: none"> To make the student aware and learn basics of economics with concepts of Micro economics, Macro Economics, Demand and Supply, Elastic Demand, Cost, Revenue and Production Analysis. 	
Course outcome	<ul style="list-style-type: none"> Students will be able to know and understand basics of economics. Apply the concept of equilibrium to both Micro and Macro-economics. Students will have a clear understanding on the core concepts of economics. 	
Unit	Description	Weightage %
1	Introduction to Economics <ul style="list-style-type: none"> What is Economics? Economic and Non-Economic Activities Economic Problem Central problem of Economy Micro and Macro-economic Concept Ten Principles of Economics Economics as a positive or normative science Scope of Economics 	20%
2	Demand and Supply <ul style="list-style-type: none"> Demand Analysis <ul style="list-style-type: none"> Meaning of Demand Distinction between Desire and Demand Determinants of Demand Law of Demand Exceptions to law of Demand Types of Demand and Demand Distinction Elasticity of Demand <ul style="list-style-type: none"> Meaning Factors affecting Elasticity of Demand. Types of Elasticity of Demand. Supply Analysis <ul style="list-style-type: none"> Meaning of Supply Determinants of Supply Law of Supply Exceptions to Law of Supply 	25%
3	Cost and Revenue <ul style="list-style-type: none"> Meaning and concept of cost Concept of opportunity cost and Money cost Cost-Output relationship in the Short-Run Relationship between Average cost and Marginal Cost Meaning and Concept of Revenue Concept of Average and Marginal Revenue, Total Revenue. 	20%

	<ul style="list-style-type: none"> Relationship between AR and MR under different Market Structure 	
4	Production Analysis <ul style="list-style-type: none"> Meaning and classification of Factors of Production Meaning and Significance of Production Function Law of Diminishing Returns Law of Returns to Scale Concept of Isoquants with its properties Concept of Iso-Cost lines Least cost combination of Factors Economies of Scale and Diseconomies of Scale 	20%
5	National Income <ul style="list-style-type: none"> Definition of National Income Concept of National Income – GDP, NDP, GNP, NNP, Personal Income, Disposable Income and Per Capita Income Methods of Measuring National Income 	15%

Reference Books:

- Principles of Micro economics – H L Ahuja, Sultan Chand
- Managerial Economics – Theory and Applications – D.M.Mithani, Himalaya Publishing House
- Managerial Economics – G.S.Gupta, Tata McGraw Hill

Course Code	MSE201-1C	
Title	Forms of Business Organization	
Credit	4 (4 hours per week teaching)	
Purpose	<ul style="list-style-type: none"> To acquaint the students with the concept of business organization To acquaint the students with different forms of business organization with their merits & demerits. 	
Course outcome	<ul style="list-style-type: none"> Students will able to identify different forms of business organization. Students will develop the ability to understand the concept of Sole proprietorship, Partnership and Joint stock Company, Co-operative sector, MNCs, Joint Ventures and Public enterprise 	
Unit	Description	Weightage %
1	Introduction to Business <ul style="list-style-type: none"> Definition & Concept Nature & Scope of Business Meaning, Definition, Characteristics and Objectives of Business Organization Evolution of business organization 	25%
2	Sole Proprietorship and Partnership <ul style="list-style-type: none"> ➤ Proprietorship <ul style="list-style-type: none"> Meaning Features Merits & Demerits Conditions for sole proprietorship ➤ Partnership <ul style="list-style-type: none"> Meaning Features Merits & Demerits Kinds of Partner Partnership Deed Process of Registration of partnership firm Distinction between sole proprietorship and partnership 	25%
3	Joint Stock Company & Co-Operative Sector <ul style="list-style-type: none"> ➤ Joint Stock Company <ul style="list-style-type: none"> Meaning Features Merits & Demerits Types of Company Distinction between Public company and private company ➤ Co-Operative Sector <ul style="list-style-type: none"> Meaning Features Merits & Demerits Types of Co-Operative Sector 	25%

	<ul style="list-style-type: none"> • Distinction between co-operative society and Joint stock company 	
4	<p>Public Enterprise, MNCs & Joint Ventures</p> <ul style="list-style-type: none"> ➤ Public Enterprise <ul style="list-style-type: none"> • Meaning, • Forms, • Features • Merits and Demerits ➤ Multi National Corporation <ul style="list-style-type: none"> • Meaning, • Features • Merits and Demerits ➤ Joint Venture <ul style="list-style-type: none"> • Meaning, • Features • Merits and Demerits 	25%

Reference Books:

- Y. K. Bhushan, Business Organization and Management, Sultan Chand
- Sherlekar, Business Organization and Management, Himalaya Publishing House
- Harold Koontz, Heinz Weihrich and A. Ramachandra Aryasari, Principles of Management, Tata McGraw Hill
- V. S. P. Rao, Management, Excel Books India

Course Code	MDC201-1C	
Title	Computer Application & Internet Technology	
Credit	4 (4 hours per week teaching) (2 Practical + 2 Theory)	
Purpose	<ul style="list-style-type: none"> • Students will able to work with Office Software packages • Students will able to work with internet. 	
Course outcome	<ul style="list-style-type: none"> • Student will get knowledge about Office Documentation Tool and basics of internet, internet application and internet security 	
Unit	Description	Weightage %
1	Word Processing Package <ul style="list-style-type: none"> • Different formats for saving a word document, creating, editing document and related operations • Formatting features and related operations, spelling and grammar checker • Header and Footer, find and replace • Creating and Managing tables, Smart art, pictures, shapes, page break • Printing, layout and margin • Macros • Mail merge • Equation editor and • Table of content and bibliography, footnote, endnote 	25%
2	Spreadsheet Package <ul style="list-style-type: none"> • Spreadsheet Basic • Creating, editing, saving and printing spreadsheet • Working with functions and formula • Validation, data form, conditional formatting, frees pane • Sorting, filtering and advance filtering • Graph-Plotting facilities and charts • Goal seek and Solver • Create and Manage PivotTables • Securing and protecting worksheet 	25%
3	Presentation Package <ul style="list-style-type: none"> • Opening, viewing, creating and printing slides • Insert and format text, shape and images • Insert tables, charts, smart art and media • Apply transition and animation • PowerPoint views • Rehearsing timings and recording narration 	25%
4	Basics of Internet <ul style="list-style-type: none"> • Internet and its history • Advantages and disadvantages of Internet • Application of Internet ✓ WWW ✓ Search Engine ✓ News Groups 	25%

	<ul style="list-style-type: none">✓ E-mail✓ E-Commerce, E-learning , E-Banking, E-Governance• Web Browser, Web pages	
--	--	--

Reference Books:

- PC Software for windows Made Simple By R. K. Taxali
- Mastering Excel By Mindy & Martin
- Internet- The Complete Reference, Margaret Levine Young- McGraw-Hill2.
- The Rough Guide to the Internet- Rough Guides Limited3.
- Introduction to Networking Richard McMohan Tata McGraw Hill Publication
- Computer Network Fundamentals and application – R S Rajesh Vikas Publication



Course Code	AEC201-1C	
Title	Communication Skills - Oral	
Credit	2 (2 hours per week teaching)	
Purpose	<ul style="list-style-type: none"> To develop competencies to form oral communication strategies necessary in the workplace and to execute them for effective communication 	
Course outcome	After studying this course, students will be able to understand the basic skills in communication as well understanding of the fundamentals of communication, and to improve written communication skills by appreciating the importance of writing and learning essential techniques to improve the same.	
Unit	Description	Weightage %
1	Communication: An Introduction <ul style="list-style-type: none"> Definition, Nature and Scope of Communication Importance and Purpose of Communication Process of Communication Types of Communication 	20%
2	Non-Verbal Communication <ul style="list-style-type: none"> Personal Appearance Gestures Postures Facial Expression Eye Contacts Body Language (Kinesics) Time language Silence 	20%
3	English Grammar <ul style="list-style-type: none"> Tenses Conjunction Prepositions Active and Passive Voice Punctuations Degrees of Comparisons Adjective clauses and Noun Clauses. Modal Auxiliaries 	20%
4	Effective Communication <ul style="list-style-type: none"> Essentials of Effective Communication Communication Techniques Barriers to Communication 	15%
5	Presentation Skills <ul style="list-style-type: none"> Importance of Presentation skills Overcoming the fear of public speaking towards making effective presentation. A step by step approaches to presentation planning. 	15%

Reference Books:

- Business Communication, Raman –Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Anjanees Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill



Course Code	SEC201-1C	
Title	Personality Development	
Credit	2 (2 hours per week teaching)	
Purpose	<ul style="list-style-type: none"> To make the students understand about personality and its principles To enrich students' knowledge to enhance their employability skills. 	
Course outcome	<ul style="list-style-type: none"> Students will be able to understand the concept of personality and also groom their personality skills. 	
Unit	Description	Weightage %
1	Introduction to Personality <ul style="list-style-type: none"> ➤ Basics of Personality ➤ Motivation: Definition, Maslow theory of Motivation 	25%
2	Techniques in Personality Development <ul style="list-style-type: none"> ➤ Goal Setting: Concept, Goal commitment, ➤ Goal setting in business and personal life, Limitations ➤ Self Esteem: Characteristics – Causes of low self-esteem, Steps to build positive self esteem 	25%
3	Traits & Functions of Personality <ul style="list-style-type: none"> ➤ Functions of personality: Sensation, Intuition, Thinking and Feeling ➤ Basic personality Traits: The Big five dimensions, Values 	25%
4	Soft Skills <ul style="list-style-type: none"> ➤ Introduction of Soft skills and Hard skills ➤ Self – Development ➤ Resume building 	25%

Reference Books:

- Deniel Coleman, emotional intelligence, Bentam Book capital, 2006
- Personality Development by Rajiv Mishra, Rupa & co.
- Soft skills.2015 Career development centre, green pearl publications
- You can Win by Shiv Khara Mc Millan Publications, New Delhi

Course Code	SEC201-1C	
Title	Cloud Computing	
Credit	2 (2 hours per week teaching)	
Purpose	<ul style="list-style-type: none"> To make the students aware with the Cloud Computing 	
Course outcome	<ul style="list-style-type: none"> Student will develop the cloud model 	
Unit	Description	Weightage %
1	Cloud Computing Foundation <ul style="list-style-type: none"> ➤ Introduction to cloud computing ➤ Characteristics, Advantages & Disadvantages ➤ Technologies in cloud computing ➤ Migrating into cloud ➤ Challenges in cloud computing ➤ Types of cloud ➤ Working of cloud computing – Trends, Cloud service model 	25%
2	Cloud Computing Architecture <ul style="list-style-type: none"> ➤ Cloud computing technologies – life cycle ➤ Reference model for cloud computing ➤ Industry Standards ➤ Cloud Architecture ➤ Cloud Modelling and Design ➤ Cloud Ecosystem ➤ Cloud Governance – Monitoring Business Processes 	25%
3	Data Storage and Cloud Computing <ul style="list-style-type: none"> ➤ Enterprise data storage ➤ Data Storage Management ➤ File System ➤ Cloud data stores ➤ Grids for data storage 	25%
4	Cloud Computing Services <ul style="list-style-type: none"> ➤ Web based application & Web based services ➤ Infrastructure services ➤ On demand computing 	25%

Reference Books:

- Rajkumar Buyya, James Broberg, Andrzej M Goscinski, Cloud Computing: Principles and Paradigms, Wiley publication.
- Toby Velte, Anthony Velte, Cloud Computing: A Practical Approach, McGraw-Hill Osborne Media.
- John Rhoton, Cloud Computing Explained: Implementation Handbook for Enterprises, Recursive Press.

Course Code	IKS201-1C	
Title	Introduction to IKS	
Credit	2 (2 hours per week teaching)	
Purpose	<ul style="list-style-type: none"> To create awareness among youth about the true story and rich culture of the country To understand the scientific and true value of traditional knowledge of Bharata 	
Course outcome	<ul style="list-style-type: none"> Students will be able to understand and appreciate the rich heritage of our country Students will be able to sensitize the contribution made by ancient Indians in various fields 	
Unit	Description	Weightage %
1	Indian Knowledge System – An Overview <ul style="list-style-type: none"> ➤ IKS – Meaning & Definition ➤ Importance of Ancient Knowledge ➤ Classification Framework of IKS ➤ Historicity of IKS ➤ Unique Aspects of IKS 	25%
2	The Vedic Corpus <ul style="list-style-type: none"> ➤ Introduction to Vedas ➤ The Four Vedas (Brief Introduction) ➤ Sub - Classification of Vedas ➤ Overview of Six Vedangas (Siksha, Vyakarana, Nirukta, Chandas, Kalpa, Jyotisa) 	25%
3	Philosophical System <ul style="list-style-type: none"> ➤ Indian Philosophical System – Development & Unique Features ➤ Classification of the Indian Philosophical Systems: Vedic School & Non – Vedic School of Philosophy ➤ Vedic School of Philosophy <ul style="list-style-type: none"> • Samkhya and Yoga School of Philosophy • Nyaya and Vaisesika School of Philosophy • Purva – Mimamsa and Vedanta School of Philosophy ➤ Non - Vedic School of Philosophy <ul style="list-style-type: none"> • Jain School of Philosophy • Bauddha School of Philosophy • Carvaka School 	50%

Reference Books:

- Introduction to Indian Knowledge System – Concepts and Applications, B. Mahadevan, Vinayak Rajat Bhat and Nagendra Pavana R. N., PHI Learning Private Limited, 2023.