

**Shri Rawatpura Sarkar University, Raipur**



**Examination Scheme & Syllabus**

**For**

**Bachelor of Business Administration**

**Semester-I**

(Effective from the session: 2022-23)



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**Bachelor of Business Administration Semester I ST**

**(Effective from the Session: 2022-23)**

S.No	Course Code	Th/Pr	Subject	Type of Course	Teaching hours per week			TC	Examination Scheme				Total Marks
					L	T	P		Theory		Practical		
									EX	IN	EX	IN	
1	MBB 101	Th	English	Core	4	-	-	4	70	30	-	-	100
2	MBB 102	Th	Hindi	Core	4	-	-	4	70	30	-	-	100
3	MBB 103	Th	Business Statistics	Core	4	-	-	4	70	30	-	-	100
4	MBB 104	Th	Business Economics	Core	4	-	-	4	70	30	-	-	100
5	MBB 105	Th	IT Application In Business	AE	4	-	1	5	70	30	-	-	100
<b>Total Contact hr per week: 21</b>				<b>Total Credit: 21</b>				<b>Grand Marks: Total</b>				<b>500</b>	



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<b>Course Title</b>	<b>BUSINESS ENGLISH</b>				
<b>Course Code</b>	<b>MBB 101</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>4</b>			<b>4</b>	
<b>Prerequisites</b>	Basic Knowledge of English				
<b>Course objectives</b>	<p>This paper aims at giving the students an opportunity to develop writing skill, concentrating on the various techniques involved in the competitive examinations. The students will be able to express themselves in a meaningful manner to different levels of people in their academic and social domains. The students will have knowledge of the various uses of English in their professional environment and they will be able to communicate themselves effectively in their chosen profession.</p>				
<b>Course Contents</b>	<p><b>UNIT-I</b>  Writing Skills Writing - Effective Language - Formal Letters, Memos &amp; Email - letters to the editor ,Writing letters, informal and official ,Art of Condensation - Writing Proposals, Research Papers – Preparing Minutes of Meeting.</p> <p><b>UNIT-II</b>  Business Language Advertisements (print/web/television) Business Vocabulary business specific language, phrases Key Negotiating language, framing arguments, How to use language with suppliers/consumers, Cross-cultural awareness.</p> <p><b>UNIT-III</b>  Language and communication Reading Strategies: Skimming, Scanning, Inferring, Predicting and Responding to Content, Guessing from Context, Note Making, Vocabulary Extension, Speed Reading Practice, Use of Extensive Reading Texts</p> <p><b>UNIT-IV</b>  Acquisition of Corporate Communication/ Speaking Skills Group Discussion, Stage Dynamics, Role Play, Interview, Mock Interview.</p> <p><b>UNIT-V</b>  English Communication ,Aims &amp; Objectives, Basics of Communication Barriers to Communication ,Non Verbal Communication, How to be a Listener , Active Listening, Effective Speaking, Speech, Art of Public Speaking,</p>				



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	Pronunciation ,Stress & Intonation in English, Debate ,Conversations.
<b>Course outcomes</b>	<ul style="list-style-type: none"><li>• After completion of these courses the students will come up with good communication skills and also come to know better report writing.</li></ul>
<b>Text Book</b>	1. Business Communication - N Gupta P Mahajan 'SahityaBhawan Publication'
<b>Reference Books</b>	1. Business Communication – Monopoly & Monipally Commercial Correspondence – Ghosh & Bhushan



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<b>Course Title</b>	<b>HINDI</b>				
<b>Course Code</b>	<b>MBB 102</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>4</b>			<b>4</b>	
<b>Prerequisites</b>	Knowledge of Hindi				
<b>Course objectives</b>	The objective of this course is to provide an understanding Basic of Formal English Using Business Organization.				
<b>Course Contents</b>	<p><b>Unit – 1:</b> Bharateeya Samvidhan me Hindi- Rajbhasha ke roop me Hindi ka Vikas, Hindi Adhinyam 1965.</p> <p><b>Unit -2:</b> Patravavyavahar ka samanya parichay, Patron ke prakar, Parivarik Patra, Vyavasayik Patravavyavahar- Bank Sambandhee Patra, Beema sambandhee Patra, Poochha- taachhh Sambandhee Patra, Aadesh sambandhee Patra, Paripatra Agency Sambandhee Patra- Naukari Sambandhee Patra</p> <p><b>Unit-3:</b> Aalekhan- Paribhasha aur Prakar, Uttam aalekhan ke Lakshan, Aalekhan likhane ki vidhi, Tippet ki Paribhasha aur Prakar, Tippet lekhan ki vidhi.</p> <p><b>Unit- 4:</b> Samkshiptikaran- Samkshipt lekhan ke Pradhan Gun, Sampreshan – Paribhasha aur Praka</p> <p><b>Unit- 5:</b> Anuvaad ki Paribhasha, Anuvaad kala ya vighyan, Anuvaad ke Upyogita aur Mahatv</p>				
<b>Course outcomes</b>	After Completing Syllabus Candidate May Aware of Using Formal Communication				
<b>Text Book</b>	Hindi me sarkari kamkaj- Ramvinayak Singh, Hindi Pracharak Sansthan, Varanasi Pramanik Aalekhan aur Tippet- Prof.Viraj , Rajpal and Sons, Delhi				
<b>Reference Books</b>	Bhasha Anuprayog-2, Dr.Puranchand Tandon, Kitab Ghar,New Delhi -110002 Anuvaad Vighyan- Bholanath Tiwari, Shabdakar Delhi. 110092				



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<b>Course Title</b>	<b>BUSINESS STATISTICS</b>				
<b>Course Code</b>	<b>MBB 103</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>4</b>	-	-	<b>4</b>	
<b>Prerequisites</b>	Basic knowledge of Measurement of Central Tendency & Statistical concept.				
<b>Course Objectives</b>	The objective of this course is to provide an understanding for the graduate business student on statistical concepts to include measurements of location and dispersion, probability, probability distributions, sampling, estimation, hypothesis testing, regression, and correlation analysis, multiple regression and business/economic forecasting				
<b>Course Contents</b>	<p><b>UNIT I</b> Business Statistics: Introduction, definitions, meaning and scope, Processing and Presentation of Data.</p> <p><b>UNIT II</b> Measures of Central Tendency: Mean, median, mode, arithmetic mean, geometric mean, harmonic mean.</p> <p><b>UNIT III</b> Measure of Variation: ,dispersion measures, Standard Deviation ,skewness and Kurtosis.</p> <p><b>UNIT IV</b> Correlation Analysis – Karlpearson’s co-efficient of Correlation</p> <p><b>UNIT V</b> Index Number, Time Series Analysis.</p>				
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>• At the end of the course, students should be able to:</li> <li>• 1. Understand the role of time series and sampling in business contexts.</li> <li>• 2. Describe basic theory of probability and its applications in business.</li> <li>• 3. Explain basic statistical distributions and its application in business.</li> </ul>				
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. D.H. Elhence-Fundamental of Statistics, Kitab Mahal Allahabad</li> <li>2. Gupta S.P. -Business Statistics, Sultan Chand &amp; Sons, New Delhi.</li> </ol>				



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<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Hoonda R.P-Statics for business and economics Mac Millian,New Delhi.</li><li>2. Richard I&amp; David S Rubin-statics for management ,Pretice hall –New Delhi.</li><li>3. Hein l.w.Quantitative approach to managerial decisions Pretice hall –</li></ol>
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<b>Course Title</b>	<b>BUSINESS ECONOMICS</b>				
<b>Course Code</b>	<b>MBB 104</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>4</b>	<b>-</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	<b>Basic knowledge about the economics terminology.</b>				
<b>Course objectives</b>	The objective of this course is to acquaint the participate with concepts and techniques used in micro economics theory and to enable them to apply this knowledge in business decision making.				
<b>Course Contents</b>	<p><b>UNIT-I</b> Business Economics. – Meaning, Nature, Scope, relationship with other disciplines &amp; its Significance, Economics applied to Business Decisions, Theory of firm &amp; industry. Central problems of an economy.</p> <p><b>UNIT -II</b> Demand Analysis – Law of demand, determinants of demand, demand curve. Elasticity of demand: concepts and measurement of elasticity of demand &amp; its significance, Demand forecasting.</p> <p><b>UNIT-III</b> Cost and production function- short run and long run, relationship between total cost, marginal cost and average cost. Break Even Analysis – Break Even point, Managerial use of B.E.P. and its limitation. Factors influencing P/V decisions.</p> <p><b>UNIT -IV</b> Supply-law of supply, determinants of supply, elasticity of supply. Price output decisions (I) - structures of different market and their features, Pricing under Perfect and Monopoly competition.</p> <p><b>UNIT -V</b> Price output decisions (II)- price under monopolistic and oligopoly competition, kinked demand curve(classical models of oligopoly), Profit Planning &amp; Management – Definition, Types of Profit, factors determining, profit in short &amp; long - term Dynamics of surplus, Theories of Profit.</p>				
<b>Course outcomes</b>	<ul style="list-style-type: none"><li>• The above content is designed to enhance the student’s economics knowledge and will help in understanding the business activities.</li></ul>				





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<b>Text Book</b>	1. Business Economics - Dr. V C Sinha Books 'SBPD Publication House
<b>Reference Book</b>	1. Managerial Economics – D. N. Dwivedi Managerial Economics Varshney&Varshney.



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<b>Course Title</b>	<b>IT Application In Business</b>				
<b>Course Code</b>	<b>MBB 105</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>4</b>	<b>-</b>	<b>1</b>	<b>5</b>	
<b>Prerequisites</b>	<b>Fundamental of computers</b>				
<b>Course objectives</b>	The objective of this course is to knowledge and awareness about computer system and its application.				
<b>Course Contents</b>	<p><b>UNIT- I</b> Fundamentals of computer: introduction, Characteristics, Generation of computers, types of computers, Advantages of computers, importance of computers, C.P.U.</p> <p><b>UNIT -II</b> Input and Output devices, Memory: types of memory, Printers: types of printers and plotters.</p> <p><b>UNIT- III</b> Operating system: introduction, types of operating system, features of Operating system. DOS: disk operating system, DOS commands Windows Operating systems.</p> <p><b>UNIT -IV</b> MS Office- Introduction, MS word, MS excel, MS power point MS access basic knowledge and application</p> <p><b>UNIT -V</b> Internet: Introduction, Email, E commerce, Web browsers, Web sites.</p>				
<b>Course outcomes</b>	<ul style="list-style-type: none"><li>• The students will come up with the knowledge of fundamentals of computer.</li></ul>				
<b>Text Book</b>	1. Fundamentals of Computer Science – Paean Deshpande ‘Satya Prakashan, New Delhi’.				
<b>Reference Books</b>	1. Fundamentals of Computers S: Kamal Prakashan.				



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