

Maharishi Mahesh Yogi Vedic Vishwavidyalaya
SCHEME FOR BACHELOR OF BUSINESS ADMINISTRATION (BBA)
 (Effective From July 2010 Batch)

This is a three year programme (Six Semester) leading to the Bachelor of Business Administration.

First Year
SEMESTER – I

Subject Code	Paper	Maxi. Marks
1- 001	Maharishi Vedic Science-I	100
1 -002	Foundation of Management	100
1- 003	Human Resource Management	100
1- 004	Financial Accounting	100
1 -005	Basic Computer Application	100
1- 006	English	100
1- 007	Internal Assessment	100

SEMESTER – II

Subject Code	Paper	Maxi. Marks
2- 001	Maharishi Vedic Science-II	100
2-002	Human Behaviour in Organization	100
2-003	Business Communication	100
2-004	Management Accounting	100
2-005	Financial Management	100
2-006	Hindi	100
2-007	Internal Assessment	100

Second Year
SEMESTER – III

Subject Code	Paper	Maxi. Marks
3-001	Maharishi Vedic Science-III	100
3-002	Marketing Management	100
3-003	Purchasing and Materials Management	100
3-004	Business Statistics	100
3-005	Management Information Systems	100
3-006	Business Laws	100
3-007	Internal Assessment	100

SEMESTER – IV

Subject Code	Paper	Maxi. Marks
4-001	Operations Management	100
4-002	Managerial Economics	100
4-003	Business Costing	100
4-004	Computer Programming	100
4-005	Cultural Heritage and Business Ethics	100
4-006	Internal Assessment	100

Third Year
SEMESTER – V

Subject Code	Paper	Maxi. Marks
5-001	Quantitative Techniques	100
5-002	Business Environment	100
5-003	Business Taxation	100
5-004	Advanced Accountancy	100
5-005	Internal Assessment	100
5-006	Project Work	100

List of Elective Papers for Vth & VIth Semester

Candidate have to select only one elective group in Vth & VIth Semester of the same elective group.

Elective Paper of Vth Semester

- A. Marketing Management
507M Marketing Strategics
- B. Financial Management
507F Long-Term Capital Management
- C. Human Resource Management
507H Human Resource Development (HRD)
- D. Information Systems Management
507I Networking and Unix Concepts

SEMESTER – VI

Subject Code	Paper	Maxi. Marks
6-001	Operations Research	100
6-002	Enterpreneurship	100
6-003	Marketing Research	100
6-004	Internal Assessment	100
6-005	Viva-Voce Examination	100

Elective Paper of VIth Semester

- A. Marketing Management
606M Advertising and sales Promotion
- B. Financial Management
606F Working Capital Management
- C. Human Resource Management
606H Labour Laws and Industrial Relations
- D. Information Systems Management
606I Data Base Management System

**FIRST YEAR
SEMESTER-I**

Paper-I

1-001 Maharishi Vedic Science-I

This paper shall carry 100 marks. The question paper shall be divided into three sections A, B & C. Section A shall contain 10 objective questions each carrying one mark. Section B shall contain 5 questions with internal option & each carrying 6 marks. Answer from this section shall not exceed 250 words approximately. Section C shall contain 5 questions with internal option each carrying 12 marks. Minimum pass marks shall be 40.

Unit I : Introduction of Vedic Science, Meaning & Importance of Guru Pujan., Meaning of Meditation, Mann, Intelligence, Chitta, Ego, Thought erstraint.

Unit II : Name of forty areas of Vedic Science and their expression in Human Physiology and characteristics of Consciousness, Consciousness and types of consciousness , common characteristics of higher stages of consciousness

Unit III: Maharishi's Yoga, Transcendental Meditation- A general Introduction, Type of speech, TM- Siddhi Programme, Principal of Yog Asanas and their concepts, Video Tapes.

Unit IV: Introduction of Maharishi Vedic Management- Fundamental elements of Vedic Management-totally, Management-Science and Art

Unit V : Vedic Management and Leadership- The ideal leadership is based upon the totality of employee's life style

Suggested Readings:

Chetna-His Holiness Maharishi Mahesh Yogi jee.

Maharishi Sandesh- 1 and 2, II-His Holiness Maharishi Mahesh Yogi jee

Scientific Yog Ashanas- Dr. Satpal

Maharishi University of Management.

Paper-II

1-002 Foundation of Management

Objective: The objectives of this course are to help the student gain an understanding of the management concepts and their application to the art of managing.

This paper shall carry 100 marks. The question paper shall be divided into three sections A, B & C. Section A shall contain 10 objective questions each carrying one mark. Section B shall contain 5 questions with internal option & each carrying 6 marks. Answer from this section shall not exceed 250 words approximately. Section C shall contain 5 questions with internal option each carrying 12 marks. Minimum pass marks shall be 40.

Unit I : The nature of Management - Definition and Role of Management, Functions of Manager, Scientific Management, Human Relations School of Management, Contingency Theory of Management.

Unit II : Planning - Nature and Purpose of Planning, Components of Planning, Objectives of Business, Management by Objectives, Forecasting, Decision Making, Policy Formulation and Strategies.

Unit III: Organizing- Nature and purpose of Organizing, Developmentation, Span of Management, Delegation of Authority, Line and Staff Relationships.

Unit IV: Directing- Direction Process.

Unit V: Control - Meaning and Process of Control, Control Techniques.

Text Books :

1. Harold Koontz, O'Donnel and Heinz Welhrich, Management, New York: McGraw Hill Book Co.
2. Foundations of Management, Nakoda Publishers & Printers, Indore.
3. R.D. Agarwal Organization and Management, New Delhi: Tata Mcgraw Hill 1995.
4. Foundations of Management, Path Maker, Indore.

Paper-III

1-003 Human Resource Management

Objective: The objectives of this course are to help the student understand basic concepts of human resource management and their application to managing human resources.

This paper shall carry 100 marks. The question paper shall be divided into three sections A, B & C. Section A shall contain 10 objective questions each carrying one mark. Section B shall contain 5 questions with internal option & each carrying 6 marks. Answer from this section shall not exceed 250 words approximately. Section C shall contain 5 questions with internal option each carrying 12 marks. Minimum pass marks shall be 40.

Unit I : Introduction to Human Resource Management - Personnel to HRM, HRM Model, Human Resource Planning- Importance, Assessing Current Human Resources Implications, Future Demand and Supply, Manpower Planning, Process and Methods, Planning Human Resources, VRS, Exit Interviews.

Unit II : Recruiting Sources : Internal Search Advertisements, Employee Referrals/Recommendations, Employment Agencies, Temporary Help Services, Educational Institutions, Professional Organisations, Casual or Unsolicited Applicants, Head Hunting.

Unit III: The Selection Process : Concept Objectives and Methods, Initial Screening Design and Development of Application Form, Employment Tests Objectives and Kinds of Interviews, Employee References, Physical Examination, Final Employment Decision.

Unit IV : Employee Training and Development : Determining Training Needs and Priorities, Formal Employee Training Methods, On the Job Training, Off-the Job Training, Programmed Instruction, Evaluation of Training

Unit V : Workers Participation in Management.

Text Books :

- Human Resource Management, Path Maker, Indore.
- David A. Decenzo and Stephens B Robbins Personnel/Human Resources Management New Delhi Prentice Hall 1993.
- William B Wether Jr and Keith Davis- Human Resource and Personnel Management, Singapore McGraw Hill Fourth Edition 1953.
- Human Resource Management, Nakoda Publishers & Printers Indore.
- Arun Monappa and Mirza S. Saiyadin, Personnel Management, New Delhi Tata McGraw Hill.

Paper-IV

1-004 Financial Accounting

Objective: The objectives of this course are to help the student acquire the ability to record business transactions according to modern methods of accounting and preparing accounting data as an aid to decision making.

This paper shall carry 100 marks. The question paper shall be divided into three sections A, B & C. Section A shall contain 10 objective questions each carrying one mark. Section B shall contain 5 questions with internal option & each carrying 6 marks. Answer from this section shall not exceed 250 words approximately. Section C shall contain 5 questions with internal option each carrying 12 marks. Minimum pass marks shall be 40.

Unit I : Accounting Concepts, Various Systems of Accounting.

Unit II : Journalizing, Ledger Posting, Subsidiary Books-Cash Book, Sales Book, Purchase Book, Petty Cash Book, Bank Reconciliation Statement.

Unit III: Depreciation : Meaning, Objectives, Methods of Depreciation; Straight line method & Diminishing Balance Method.

Unit IV : Preparation of Trial Balances, Preparation of Final Accounts; Trading and Profit and Loss Accounts, Balance Sheet

Unit V: Accounts of non profit organizations, Receipts & Payments Account, Income & Expenditure Account & Balance Sheet.

Text Books :

- T.S. Grewal, Introduction to Accountancy, New Delhi: Sultan Chand and Sons.
- N. Jain, Financial Accounting, Path Maker, Indore.
- T.S. Grewal, Double Entry System of Book Keeping, Sultan Chand and Sons.
- S.N. Maheshwari, Financial Accounting, New Delhi; Vikas Publications.
- Nirmal Jain, Financial Accounting, Nakoda Publishers & Printers Indore.

Paper-V
1-005 Basic Computer Application

Objective: The objectives of this course is to introduce the students the essential hardware an software and software concepts. Emphasis will be laid on computer application software as tools for inhancing managerial efficiency and effectiveness.

This paper shall carry 100 marks. The question paper shall be divided into three sections A, B & C. Section A shall contain 10 objective questions each carrying one mark. Section B shall contain 5 questions with internal option & each carrying 6 marks. Answer from this section shall not exceed 250 words approximately. Section C shall contain 5 questions with internal option each carrying 12 marks. Minimum pass marks shall be 40.

Unit I : Introduction to Computer - Input, Output and Storage Devises, Hardware, Software, Memory, Operating System, Languages, State-of-the Art Developments in the Field of Computers.

Unit II : Operating Systems- Types, DOS Features, Internals and External Commands, Familiarity with Microsoft Windows, Environment and Features.

Unit III: Application Softwares in Windows Environment - Microsoft Office (MS-Office), An Introduction, Word Processing with MS-Word for Windows, Worksheets with Excel, Presenting with Power Point.

Unit IV : Introduction to Databases: Defining Data Base, Structure in Foxpro, Appending, Editing, Deleting, Browsing, Sorting and Indexing Concepts

Unit V: Use of Replace Command, Operating Multiple Databases. Using Foxpro Screen Builder and Report Writer, Simple Menu Creation with Define Menu.

Text Books :

1. Roger Hunt and John Shelly, Computer and Commonsense, New Delhi: Prentice Hill of India, 1993.
2. Ron Mansfield, The Compact Guide to Microfost Office, New Delhi: BPB Publications.
3. Basic Computer Application, Nakoda Publishers & Printers, Indore.
4. Stulz Learn DOS in a Day, New Delhi: BPB Publications.
5. R.K. Taxali, Foxpro Made Simple, New Delhi: BPB Publications.
6. Basic Computer Application, Path Maker, Indore.
7. Fernandes Louis, Windoes 3.0/3.1, New Delhi: BPB Publications.

Paper-VI
1-006 English

This paper shall carry 100 marks. The question paper shall be divided into three sections A, B & C. Section A shall contain 10 objective questions each carrying one mark. Section B shall contain 5 questions with internal option & each carrying 6 marks. Answer from this section shall not exceed 250 words approximately. Section C shall contain 5 questions with internal option each carrying 12 marks. Minimum pass marks shall be 40.

[A] Prose (A.G. Gardiner)

1. On Saying 'Please'
2. On Habits
3. On Courage
4. On Fear
5. On Keyhole Morals

[B] Poetry

1. On His Blindness - John Milton
2. It is not Growing Like a Tree- Ben Jonson

[C] Lord of the Files

[D] Letter & Application - Writing

[E] Grammer

[F] Paragraph

[G] Precis - Writing.

Text Books :

1. English , Nakoda Publishers & Printers Indore.
2. English, Path Maker, Indore.

Paper VII
1-007 Internal Assessment

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| 1. Attendance | 50 Marks |
| 2. Class Test & Assignment | 25 Marks |
| 3. General Behaviour | 25 Marks |