BBA 2nd SEMESTER

2.1 PERSONALITY AND PERSONAL SKILL DEVELOPMENT

Development of self-esteem, assertiveness, interpersonal awareness, empathy, drive strengths, sales and customer orientation, commitment ethics, growth motivation, emotional intelligence, developing decision making time management stress management skills

Team work and working in groups

Career development and planning

Personal effectiveness

Personal, grooming, health and hygiene

Business etiquettes

Business manner, Body language gesture, etiquette of the written word etiquette of the telephone, Handling business meeting

2.2 INDIAN ECONOMIC SCENARIO

Nature and significance of economic and noneconomic environment in India macroeconomic environment government budget industrial policy monetary policy role of banking and other non-banking financial institutions and their impact on business

Planning in India achievement and failure changing priorities in India’s planning, Decentralization small and medium scale industries and their problem and prospects custom union and income and economic integration GATT and WTO and their impact in India’s industrial and business sector

Government policies towards free trade and protection trade policies, tariff and quotas, etc.
Balance of payment concepts: current account, capital account, disequilibrium in BOP position, foreign collaboration and investment. Multinational companies and their type and nature, Role of foreign trade world bank concepts of liberalization economy and globalization

2.3 BUSINESS STATISTICS

Introduction, meaning, definition, importance and uses of statistics and quantitative techniques, methods of presenting statistical information and collection of data: primary and secondary data.

Frequency distribution, mean, median, mode: measures of dispersion range.

Weighted average, deviation and variance: measurement of variation and skewness, time series analysis.

Probability theory, probability distribution: binomial model, the Poisson model, and normal distribution.

Sampling and sampling technique: curve fitting and methods of least squares.

Correlation and regression: types and methods of correlation nature and uses of regression analysis, regression equation (two component models of time series measures of trend various method: two variables only).

Time series: nature, component models of time series measure of trends, various methods.

Cyclical, seasonal and irregular fluctuation.

2.4 FINANCIAL ACCOUNTING

Financial accounting: Introduction, need and objective. Generally Accepted Accounting Principle (GAAP).

Double entry system of book keeping: books of original entry and books of final entry, journal books of accounts and ledger books, cash book, bank account, and Bank Reconciliation System.
Final accounts of sole partnership firm’s preparation of trial balance rectification of error trading and profit and loss account and balance sheet

Accounts for non-profit organization receipt and payment account and income and expenditure account

Accounting information meaning of accounting information and its sources corporate annual report and its contents books of account to be maintained by a company Schedule VI and format of profit and loss account and balance sheet

2.5 COMPUTER APPLICATION

Computer application in different field: Basic Information, Database Management System, modification of data base, file command, study expression and function, set command, sorting indexing.

System models and types of model, system analysis, feasibility analysis, cost benefit analysis payback period

Introduction to GUI and Windows Programming, graphics devices interface windows programming

Concept in visual basic programming in visual basic

Working with forms

Creating and Editing menus, sub menus

Creating an application: Creating an application, defining the problem, designing the user interface, designing the main form & writing the code