



माँ विन्ध्यवासिनी विश्वविद्यालय, मीरजापुर

Maa Vindhyavasini University, Mirzapur

Website: <http://mvvu.ac.in>

e-mail : reg.mvvu@gmail.com

Revised Programme Structure of (B.B.A. NEP) from (Session 2024-25) Institute of Management Studies, Mahatma Gandhi Kashi Vidyapith, Varanasi

Year	Sem.	Major Paper	Credit	Minor Paper (6) Credit/ Year Own/ Other Faculty	Skill Development (3) Credit/ Semester (Vocational) C o - C u r r i c u l a r	(2) Credit / Semester	Research/ Summer Training/ Survey Report (3/4)	Total Credit	
FIRST		1. Business Economics [4] 2. Basic Accounting [4] 3. Principles of Management [4]	12	NA	Applicable [3] 17	Applicable PI	NA		40
	II	1. Organisational Behaviour [4] 2. Marketing Theory and Practices 141 3. Computer Applications [4]	12	Business Ethics and Governance [6]	Applicable [3]	Applicable [2]	NA	23	
SECOND	III	1. Business Statistics [4] 2. Human Resource Development [4] 3. Business Environment [4]	12	NA	Applicable [3]	Applicable [2]	NA	17	40
	IV	1. Research Methodology [4] 2. Business Finance 141 3. Business Law [4]	12	Business Communication 161	NA	Applicable [2]	Research Report cum Viva-voce 131	23	
	V	1. Income Tax 141 2. Entrepreneurship and Small Business Management[4] 3. Industrial Relations and Labour Laws [4] 4. Management and Cost Accounting [4]	16	NA	NA cum Viva-voce 141	NA	Summer Training Report	20	40

	vi	1. Goods and Services Tax [4] 2. Auditing [4] 3. Strategic Management [4] 4. International Trade [4]	16	NA	NA	NA	Survey Report cum Viva-voce [4]	20	
Total Credit									120

- During the IV semester, students shall have to prepare Research Report.
- 4 to 6 Weeks Summer Training is compulsory in fifth semester and will be undertaken after fourth semester examination. It can be done from any Business Organization/ Companies/ Industries/ Institutions in India.
- Survey Report will be submitted at the end of the sixth semester.

NOTE-

1. Skill Development and co-curricular papers will be chosen as per the options given by the University.
2. Procedure of mid —term examination/ Internal Assessments will remain same as earlier.

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BBA: First Year Course Structure
First Semester

I	I	Major Paper	Business Economics	4
	II	Major Paper	Basic Accounting	4
	III	Major Paper	Principles of Management	4

Programme/ Class: Degree	Year: First	Semester: First
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C o u r s e M a j o r 1

C o u r s e T i t l e : B u s i n e s s E c o n o m i c s

Course outcomes:

The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows —

To provide knowledge about business economics.

To provide knowledge about Demand Analysis.

To Determine Production and cost analysis.

To Make aware with pricing and profit management.

<u>C r e d i t s : 4</u>	Compulsory
Max. Marks: <u>25+75</u>	<u>M i n . P a s s i n g M a r k s :</u>

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0

Unit	Topics	No. of Lectures Total=40
I	Introduction to Business Economics: Meaning and Definition Nature, Scope and uses of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.	8
II	Demand Analysis: Meaning and Definition Concept of Demand & its determinants; Price, Income & Substitution effects; Elasticity of demand: meaning, types, measurement and significance in managerial decisions; Demand Forecasting: Concept, objective, process and methods of demand forecasting.	10
III	Production and Cost Analysis: Meaning and Definition Factors and Functions of Production; Law of variable proportion and laws of return to scale; various cost concepts and classification, Cost output relationship in short run & long run, Cost curves; Revenue Concepts; Economies and diseconomies of scale.	10
IV	Pricing: Meaning and Definition Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Oligopoly, Duopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Concept of profit, Types and Functions of profit, Profit maximization, Break even analysis; Elementary idea of Inflation.	12

Suggested Readings:

1. Varsney & Maheshwari, Managerial Economics
2. Mote Paul & Gupta, Managerial Economics: Concepts & cases
3. D.N.Dwivedi, Managerial Economics
4. D.C.Huge, Managerial Economics
5. 5. Peterson & Lewis, Managerial Economics

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group

Discussions. This will instill in student a sense of decision making and practical learning. Suggested equivalent online courses:

Further Suggestions: _____

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Programme/Class: Degree		Year: First	Semester: First
Course Major 2			
Course Title: Basic Accounting			
Course outcomes: The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows — To Introduce about Accounting Principles and other aspects of accounting. To provideknowledge about rectification of errors. To make able about valuation of stocks. To make aware with share and Debenture.			
Credits: 4		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=40
I	Introduction: Meaning, Importance, Utility and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, <u>Accounting Principles: Conventions & Concepts Accounting Cycle.</u>		8
II	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Preparation of final accounts along with adjustment entries.		13
III	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.		10
IV	Issue of shares and debentures, forfeiture of share, Reissue of Forfeited Shares, Issue of bonus shares and right issue, Redemption of preference shares and debentures.		9
Suggested Readings: 1. Agarwal B.D., Advanced Accounting 2. Chawla & Jain, Financial Accounting 3. Chakrawarti K.S., Advanced Accounts. 4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting 5. Jain & Narang, Advanced Accounts			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation,Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
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Programme/Class: Degree		Year: First	Semester: First
Course Major 3			
Course Title: Principles of Management			
Course outcomes: The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows — To provide knowledge about management and its principles. To provide knowledge about Managerial functions. To make aware with management thinkers and their contributions.			
Credits: 4		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=40
I	Introduction: Concepts, objectives, nature, scope and significance of management, managerial rules Contribution of Taylor, Weber, Mintzbug and Fayol in management, Management Vs. administration..		9
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process, Concept of Decision Making and its Importance, forms, techniques , process and limitations MBO.		10
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Organization Structures need and considerations of Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.		9
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling		12
Suggested Readings: 1. Pagare Dinkar, Principles of Management 2. Prasad L.M., Principles and Practice of Management 3. Satya Narayan and Raw VSP, Principles and Practice of Management 4. Srivastava and Chunawalla, Management Principles and Practice			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			