

SARDAR PATEL UNIVERSITY
Programme: BBA (International Business)
Semester: I
(Effect from June, 2019)

Paper Code: UM01ABBB51	Total Credits: 3
Title Of Paper: Communication Skills for International Business – I	

Unit	Description in detail	Weightage (%)
	Objective : To develop basic communication skills in English.	
	Theory : Text: A short novel or a play (not more than 125 pages) (Unabridged)	
1	A. Text (Essay type questions) B. Text (Short notes)	
2	A. Grammar: Tenses, Modals, Voice B. Paragraph Writing: Expansion of an idea	
3	Vocabulary : Phrasal Verbs, Synonyms / Antonyms, Common Idioms, One Word Substitutes.	
4	Theories regarding International Business: (Theory Only) <ul style="list-style-type: none"> • Export Procedure & Documentation • Import Procedure & Documentation • Bills of lading, Bonded Warehouses, Indents, Pro forma Invoice, Banker's draft, Commission Agent. 	
	PRACTICAL : (Basic Language Skills)	
1	Listening Comprehension	25 %
2	Note Taking/ Note Making	25 %
3	Individual Speaking	25 %
4	Review Writing	25 %

Basic Text & Reference Books: -----

- Practical English Grammar – A.J. Thomson & A.V. Martinet(ELBS)
- Contemporary English Grammar Structures & Compositions – David Greene (Macmillan)
- Essentials of Business Communication – Rajendra Pal and J.S. Korlahalli (Sultan Chand & Sons)



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Paper Code: UM01GBBB51	Total Credits: 3
Title Of Paper: Micro Economics	

Unit	Description in detail	Weightage (%)
1	Introduction of Economics: Nature, Scope and Subject matter of Economics – Micro and Macro Economics – Robbin’s Definition	25 %
2	Basic Concepts: Basic Concepts: Goods, Price and Value, Wealth & Welfare, Consumer’s surplus, Standard of living, Production, Consumption, Entrepreneur – Concepts and Types of Utility – Basic Assumptions of Economic Theory	25 %
3	Product Price: Demand: Law of Demand, Determinates of Demand – Change and shift in Demand – Supply: Law of supply, determination of Supply, Change and shift in Supply – Equilibrium price.	25 %
4	Cost and Revenues, Factors Pricing: Basic Cost Concept - Total Cost, Fixed Cost, Variable Cost, Average Cost and Marginal Cost in Short Run and Long Run, their behavior and relationship economics and Diseconomies of scale – concept of factors of production and Factor Payments – Marginal Productivity of Distribution.	25 %

Basic Text & Reference Books:

- Dwivedi, D.N. (2007) Micro Economic Theory, Vikas Publishing House
- Stonier A.W. & Hague D.C. (1953), A Textbook of Economics Theory, Logman Group
- Ahuja, H.L.(2007), Modern Economics Sultanchand & Co., New Delhi
- Sundaram, K.P.M.(2007), Elements of Economics Theory, Sultanchand & Co., New Delhi
- Elementary Economics by K.K.Dewett and J.D.Verma
- Microeconomics for Management Students by Ranvindra H. Dholakia and Ajay N.Oza, Oxford



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Paper Code: UM01CBBB51	Total Credits: 3
Title Of Paper: Principles of Management	

Unit	Description in detail	Weightage (%)
1	Nature and Scope of Management: Meaning of Management, Significance ,Nature & Scope of Management, General Principles of Management and Management as a Profession, Management V/S Administration, Levels of Management	25 %
2	Planning: Meaning, Definition, Nature of Planning, Importance & limitation of Planning, Planning Premises, , Planning Process, Types of Plans	25 %
3	Organizing: Definition, Process, Principles, Types of Departments, Meaning of Delegation, Need, advantages and disadvantages of delegation, Meaning of Centralization & Decentralization, Advantages and Disadvantages of Decentralization, Forms of organization: (Line Organization, Functional Organization & Line and Staff Organization Only)	25 %
4	Directing: Motivation: Meaning, Importance of Motivation, Theories of Motivation: Maslow's, Herzberg's and McGregor's Theories – Leadership: Meaning, Importance, Leadership Styles: Autocratic, Participative, Free Rein Styles. Meaning, Importance of Communication, Principles of Effective Communication, Barriers of Effective Communication, Communication Networks. Controlling and Importance of Control System, Controlling Process	25 %

Basic Text & Reference Books:

- Business Organisation and Management by C.B.Gupta
- Principles and Practices of Management by L.M.Prasad
- Modern Business Organisation and Management by S.A.Sherlekar and V.S.Sherlekar



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Paper Code: UM01CBBB52	Total Credits: 3
Title Of Paper: Industrial Organization	

Unit	Description in detail	Weightage (%)
1	The Business System: Nature and Scope of Business Business System Essential of a Successful Business Business System and its Environment	25 %
2	The Business Structure: Meaning Merits and Demerits Procedure of Formation Sole Proprietorship Partnership Co-operative and Joint Stock Company	25 %
3	Business Combination: Horizontal and Vertical Combination Causes of Combination Holding of Companies (Advantages & Disadvantages) Trust v/s Holding Company Cartels v/s Trust	25 %
4	Company Formation Company Promotion Abroad Formation of Company Memorandum of Association Articles of Association Prospectus Scanning of Prospectus Underwriting of Securities Importance of Underwriting	25 %

Basic Text & Reference Books:

- Modern Business Organisation and Management – S. A. Sharlekar, Himalaya Publication
- Fundamentals of Business Organisation – Paresh Shah – Mahajan Publication
- Business Organisation and Management – C. B. Gupta, S. S. Chanda Company



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Paper Code: UM01CBBB53	Total Credits: 3
Title Of Paper: Commercial Geography Indian and World	

Unit	Description in detail	Weightage (%)
1	Introduction: Definition, Nature and scope of Commercial Geography, Importance of Types of Environment, Various factors of distribution of Economic Activity – Primary, Secondary, Tertiary, Quaternary.	25 %
2	Resources of India & World: Forest Resource, Animal Resources , Land Utilization Agriculture Resource , Type of Agriculture, Problems and Prospects of India Agriculture (Green Revolution) Mineral Resources-Production & World Trade Power Resources-Types, Distribution and Production(Coal,Petroleum, Nuclear, Hydrel,Solar)	25 %
3	Communication: Important Parts of Cargoes, Types of Communication and its significance in International Trade, Important Ocean, Rail, Air Routes, North Atlantic Ocean Route, Suez Route, Trances – Liberian Rail Route – International Ports and Cargoes	25%
4	Industries Factors of Industrial Location: Geographical Accounts of Industries Distribution Iron and steel, Cotton Textile, Sugar Engineering, Chemical, Medicine Industries, Major industrial regions of India and World.	25%

Basic Text & Reference Books:

- Economics and Commercial Geography of India – by T.C. Sharma and O-Continuo
- India – A comprehensive Geography – by Khullar
- Economic & Commercial Geography – K. K. Khanna and Dr. Gupta
- “Indian Economy” – Dutta & Sundarm
- Commercial Geography – Prof. Pade
- A Geography of India – P. Sen Gupta
- Commercial Geography – Sir – Dudly stamp
- Fundamental of Economic Geography – Van Royen & Bengston.
- Economics Geography – Alexander
- Economics Geography – John & Darkenwad.
- Commercial Geography – Prof. Ahir Rao
- Geography of International Trade – Thoman

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Paper Code: UM01DBBB51	Total Credits: 3
Title Of Paper: Accounting for International Business	

Unit	Description in detail	Weightage (%)
1	Concept of Accounting: Definition Objectives and Scope of Accounting Classification of Accounts Business Transaction Important Accounting Terms Rules for Debit and Credit Difference between Capital Expense and Revenue Expense Difference between Capital Income and Revenue Income Errors and Omission of Errors.	25 %
2	Accounting Cycle: Introduction of Journals. Various Subsidiary Books (Theory only) Posting into Ledgers Balancing and Preparation of Trial Balance Examples	25 %
3	Preparation of Final Account: Sole Proprietor Company Final Account- As per Companies Act 2013-Schedule-3 (Simple Examples)	25 %
4	(A) Foreign Branch Account Simple Example only (B) Accounting Standards -Meaning, Importance & AS setting procedure. Overview of Ind ASs	25%

Basic Text & Reference Books:

- Accountancy – I, – T. J. Rana, B.S.Shah Prakashan, Ahmedabad
- Financial Accounting: Corporate Accounting - T. J. Rana, Sudhir Prakashan
- Accountancy (Company Account) – T. J. Rana, B.S.Shah Prakashan
- Principles and Practice of Accountancy – S.P.Shah & Paresh Shah – Mahajan Public House

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Paper Code: UM01DBBB52	Total Credits: 3
Title Of Paper: Business Mathematics	

Unit	Description in detail	Weightage (%)
1	Set Theory: Sets, Subsets, Equality of two sets, Null set, Universal set, Complement of a set, Union and Intersection of Set, Difference of two sets, Venn diagram, De Morgan's laws (without Proof), Associative laws (without Proof), Distributive laws (without proof), Cartesian product of two sets.	25 %
2	Co-ordinate Geometry: Distance between two points in R^2 , Division of a line segment, Area of a triangle, Condition for three points to be collinear, Slope of a line, Slope of parallel and perpendicular lines, General equation of a line, Standard equations of a line. (1) $\frac{y - y_1}{y_2 - y_1} = \frac{x - x_1}{x_2 - x_1}$ (2) $y = mx + c$ (3) $y - y_1 = m(x - x_1)$ (4) $\frac{x}{a} - \frac{y}{b} = 1$	25 %
3	Simple and compound interest Concept of Principal, Rate of interest, Term or Period and Amount in simple and compound interest. Calculation of compound interest when compounded Monthly, quarterly, half yearly and annually.	25 %
4	Practical Mathematical Problems Percentage, Meaning and calculation of percentages, Meaning and properties of ratio, Meaning of proportion, Difference between ratio and proportion, Continued proportion, Direct and indirect proportion, Ratio and proportion (simple examples).	25 %

Basic Text & Reference Books:

- Business Mathematics, Prin. G. C. Patel & Prof. A. G. Patel, Atul Prakashan.
- Business Mathematics, Dr. Amarnath Dikshit, Dr. J. K. Jain, Himalaya Publishing House.



SARDAR PATEL UNIVERSITY
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Paper Code: UM01SBBB51	Total Credits: 3
Title Of Paper: Environmental Studies	

Unit	Description in detail	Weightage (%)
1	Overview of Environmental Studies Definition, Scope, Importance, Renewable and Non Renewable Resources, Equitable use of Resources for Sustainable Lifestyle.	25 %
2	Natural Resources and Associated Problems Forest Resources, Water Resources, Mineral Resources, Energy Resources, Land Resources, Role of Individual in Conservation of Natural resources, and Case Study on Various Resources.	25 %
3	Ecosystems Concept, Structure, Function, Types, Characteristics, Threats of Following Ecosystems, Forest, Grass Land, Desert and Aquatic Ecosystems, Role of individual in sustaining of the above types of ecosystem	25 %
4	Biodiversity Introduction, types - Generatic, Species, Ecosystem – Biodiversity at Global National and Local Levels, India as a Mega Diversity Nation, Threats and Conservation of Biodiversity	25 %

Basic Text & Reference Books:

- Text Book of Environmental Studies for Undergraduate Course: Erach Barucha, Publisher University Press, University Grants Commission.

