

B.A. Part II Semester – III
Inter – Disciplinary Subject
Business Administration
Paper : I Introduction to Business

Course Objectives: 1) To understand the concept and scope of business
2) To analyse the various forms of business organization .

SYLLABUS

Unit – I : Business – Meaning, Concept, Characteristics and Scope of Business.

Objectives of Business. (15 Periods)

Unit – II : Business and Corporate Social Responsibility.

Essential qualities of a Successful Businessman
Corporate Social Responsibility- Concept, levels, significance
Activities under corporate social responsibility (15 Periods)

Unit – III : Forms of Business Organization

Sole trader, Partnership, Joint Stock Company- Their meaning, Characteristics
merits and demerits (15 Periods)

Unit – IV : Co – Operative Society and State Enterprises.

Meaning, characteristics, merits and demerits (15 Periods)

Recommended Books

Text – book of Commerce – Shejwalkar, Sherlekar and Desai.

Essentials of Management – Koontz and O’ Dannel

Essentials of Business Administration: K. Ashwathappa.

Fundamentals of Business Organisation & Management- Y.K. Bhushan

Principals of Management – L.M. Prasad

Principals of Management – Tipathi & Reddy

Management- Stephen P. Robbins & Mary Coulter

B.A. Part II Semester – IV
Inter – Disciplinary Subject
Business Administration

Paper : II Business Administration

Course Objectives: 1) To understand the concept and nature of Administration and Management.
2) To acquaint with the principles and functions of management

Unit – I : Administration and Management

Administration – concept, meaning and characteristics

Management - concept, meaning and characteristics

Distinction between Administration and Management

Management as an Art, a Science and a profession (15 Periods)

Unit – II: Principles and levels of management

Meaning and importance of principles of management

Henri Fayol's 14 Principles of Management

Levels of management – Top Management, Middle Management and Lower

Management - Their composition and functions (15 Periods)

Unit – III : Managerial Skills and Roles.

Managerial skills – Meaning, Importance and types

Managerial roles - Meaning, importance and Henri Mintzberg's

Classification of Managerial roles (15 Periods)

Unit – IV : Functions of Management

Planning, Organizing, Directing, Leading, Motivating and Controlling – Their meaning, characteristics and importance (15 Periods)

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B.A. Part II Semester – III
Inter – Disciplinary Subject
Secretarial Practice and Commercial Correspondence.
Paper: I Secretarial Practice

Course Objectives: 1) To acquaint with secretarial career
2) To understand the nature of office equipment and communication

Unit – I : Secretary – Meaning, definition, characteristics, importance and types of secretary, Secretarial skills. Qualities of a good secretary
(15 Periods)

Unit – II : Company Secretary.

Meaning , Qualification Appointment and role of company secretary , career in company secretariship.
(15 Periods)

Unit – III : Office Equipment

Meaning and importance of office furniture, factors to be considered in Selection of office furniture.
Office Machines – Meaning, importance and types.
Printers, Scanners, Copiers and computers – their meaning and importance.
(15 Periods)

Unit – IV : Office Communication and Filing

Office communication – Meaning, internal and external communication, means of communication, essentials of effective communication
Filing – Meaning, importance and types.
(15 Periods)

Recommended Books

1. Ms. Toral Juthani & Ms. Urvi Mehta -A Text Book of Secretarial Practice-
2. Jain and Dugar - Secretarial Practice and Business Correspondence World Press, Calcutta.
3. Beamer, Hanna and Pophm-Effective Secretarial Practice-South Western Publishing Co., New York.
4. D. C. Finklhor - College Course in Secretarial Duties - Prentice Hall, New York

5. L. I. Hutchinson - Standard Hand Book for Secretaries, Mac Graw Hill Book Co., New York
6. L. E. Fraiby - Hand Book of Business Letters - Super Book House, Bombay
7. S. P. Arora - Office Organisation and Management - Vikas Publishing House Pvt. Ltd. New Delhi
8. Nagamia and Bahi - Modern Business Correspondence and Writing- Hind Kitabs Ltd. Bombay - 1
9. J. Stephenson - Principles and Practice of Commercial Correspondence – Issac Pitman and Sons Ltd. , London
10. M. Arif Khan- Theory & Practice of Insurance
11. Indian Institute of Banking and Finance- Principles and Practices of Banking

B.A. Part II Semester – IV
Inter – Disciplinary Subject
Secretarial Practice and Commercial Correspondence.
Paper: II Commercial Correspondence.

Course Objectives: 1) To acquaint with the nature of commercial correspondence and its technical aspects
2) To understand the nature of insurance and banking services.
3) To develop writing skills by drafting of commercial letters and meeting related items

Unit – I: Commercial Correspondence – nature, Importance of Commercial Correspondence. Layout of commercial letters.
Types of commercial letters – Letters of enquiry, Quotations, Orders, Compliance of Orders, Complaints and their settlements, Collection of Letters.
(15 Periods)

Unit – II : Meetings
Meaning and types of meetings
Secretary's duties relating to convening and conducting of meetings
Drafting of notices and minutes
Report Writing - Meaning , contents and precautions to be taken in writing reports.
(15 Periods)

Unit – III : Banking
Definition and importance of a bank
Acceptance of deposits and granting of loans
Opening a current account.
Applying for bank loan
(15 Periods)

Unit – IV : Insurance
Meaning , Principles and importance of insurance
Types of insurance
(15 Periods)

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