



# महर्षि महेश योगी वैदिक विश्वविद्यालय

Directorate of Distance Education

**Detailed Syllabus**  
**Bachelor of Business Administration (BBA)**  
**Duration: Three Year**

## First Year

S. No.	Paper Code	Paper
1	1DBBA1	Fundamentals of Maharishi Vedic Science (Maharishi Vedic Science – I)
2	1DBBA2	Management Concept
3	1DBBA3	Business Economics
4	1DBBA4	Business Statistics
5	1DBBA5	Business Accounting
6	1DBBA6	Business Environment
7	1DBBA7	Business Regulatory Framework



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<b>1DBBA1</b>	<b>Fundamentals of Maharishi Vedic Science</b> <b>(maharishi vedic science – I)</b>
<b>UNIT-I</b>	Meaning & Importance of Guru Pujan. Meaning of meditation, Mann, Intelligence, Chita, Ego, Thought.
<b>UNIT-II</b>	Name of forty areas of Vedic Science and their expression in Human Physiology and characteristics of consciousness. Consciousness, types of consciousness, characteristics of higher stages of consciousness.
<b>UNIT-III</b>	Maharishi's Yoga, Transcendental Meditation- a general Introduction, Types of Speech, TM Sidhi Programme, Principle of Yoga Asanas and their Concept.
<b>UNIT-IV</b>	Introduction: Maharishi Vedic Management. Fundamental elements of Vedic Management –Totality Management of Science and Art .
<b>UNIT-V</b>	Vedic Management and Leadership. The Idea Leadership is based upon the Totality of Employee's Style

## Reference Books

- Chetna –His Holiness Maharishi Mahesh Yogijee
- Maharishi Sandesh -1and 2 , II-His Holiness Maharishi Mahesh Yogijee
- Scientific Yoga Ashanas –Dr.Satpal.
- Dhyan Shailly by Brahmchari Dr. Girish Ji



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<b>1DBBA2</b>	<b>Management Concept</b>
<b>UNIT-I</b>	<b>Introduction:</b> Concept of Management, Scope and Nature of Management Process, Functions and Principles of Management, Professionalization of Management in India.
<b>UNIT-II</b>	<b>Planning:</b> Concept of planning, Objectives and Components of Planning, Nature and process of Planning, Process of Scientific Decision Making.
<b>UNIT-III</b>	<b>Organizing:</b> Concept, Objectives and elements of organization, process and principles of organization, Organization structure, Organization charts and manuals.
<b>UNIT-IV</b>	<b>Directing:</b> Concept, Nature, Scope, Principles and Techniques of direction, Concept of communication, Channel/Media of communication, Barriers to effective communication.
<b>UNIT-V</b>	<b>Controlling:</b> Concept, Objectives, Nature and Process of Control, Various control techniques .

## Reference Books

- Principles of Management, L.M. Prasad
- Practice of Management, Peter F. Drucker
- Management Theory and Practice, C.B. Gupta
- Principles of Management, Kontz



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<b>1DBBA3</b>	<b>Business Economics</b>
<b>UNIT-I</b>	Definition of Economics, Concept of Micro and Macro Economic, Methods of study (deductive and inductive) Economics laws and their nature significance in Economics. Basic problem of an Economy.
<b>UNIT-II</b>	Elasticity of demand concept and measurement of Elasticity of demand. Price, Income and cross Elasticity. Average Revenue, Marginal Revenue, and Elasticity of Demand, Determination of Elasticity of Demand, Importance of Elasticity of Demand.
<b>UNIT-III</b>	Factors of Production; Land, Labour, Theories of Population, Division of labour, Efficiency of labour, Capital Organisation and scale of production-large and small. <b>Production Function:</b> Law of variable proportions, Economic regions and optimum factors. Combination Expansion Path, Return to scales, Internal and external economies and diseconomies.
<b>UNIT-IV</b>	Markets and their classification. Cost of Production, Prime cost and supplementary cost, Concept of opportunity cost. Analysis of revenue. Price determination in short. and long, period under the conditions of perfect competition, monopoly and imperfect competition. Control of Monopoly.
<b>UNIT-V</b>	<b>Interests:</b> Concept and Theories of interest, <b>Profit:</b> Nature, Concept and theories of profit, <b>Rent:</b> concept, Ricardian and Modern Theories of rent ,Quasi rent and Theories of Wages.

## Reference Books

- Modern Economic Theory, K.K. Dewit, S. Chand
- Advance Economic Theory, H.L. Ahuja
- Managerial Economics, D.N. Dwivedi
- Fundamentals of Business Economics - M.L.Mihtani



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<b>1DBBA4</b>	<b>Business Statistics</b>
<b>UNIT-I</b>	<b>Introduction</b> : concept, scope, nature, importance and limitations of statistics, functions of statistics, Distrust of statistics, misuse of statistics, planning of statistical enquiry, collection of data, editing of statistical data, classification and tabulation of data, census and sample investigation.
<b>UNIT-II</b>	<b>Statistical Averages:</b> Mean, Median, Mode, Geometric Mean, and Harmonic Mean, uses of various averages and limitations of averages.
<b>UNIT-III</b>	<b>Dispersion and Skewness:</b> Concept of Dispersion, Methods of measuring dispersion, Quartile deviation, Mean deviation and Standard deviation coefficient of variation, Karl Pearson's and Bowley's Coefficient of Skewness.
<b>UNIT-IV</b>	<b>Index Numbers:</b> Meaning and uses of Index number, Methods of constructing index numbers- Fix based, Chain based, Aggregative method, weighted aggregative methods, Fisher's Ideal Index Number.
<b>UNIT-V</b>	<b>Correlation Analysis:</b> Concept and importance of correlation, Types of correlation, Karl Pearson's, Spearman's Co-efficient of correlation and concurrent deviation, Probable error.

## Reference Books

- Statistical Methods, S.P. Gupta.



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<b>1DBBA5</b>	<b>Business Accounting</b>
<b>UNIT-I</b>	<b>Accounting:</b> Nature and Objectives, Concepts, Conventions and Principles of Accounting, Double Entry System, Accounting Cycle , Journal, Ledger, Cash Book and Trial Balance.
<b>UNIT-II</b>	Concept of Provision and Reserves, Depreciation Accounting, Final Accounts with adjustment.
<b>UNIT-III</b>	Account of Non-trading Institutions - Receipts and payment account, Income and Expenditure Accounts, Accounts from incomplete records.
<b>UNIT-IV</b>	Accounting for Joint venture, Consignment Accounts and Royalty Accounts.
<b>UNIT-V</b>	Branch Accounts and Departmental Accounts.

## Reference Books

- Financial Accounting, S.M. Shukla.



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<b>1DBBA6</b>	<b>Business Environment</b>
<b>UNIT-I</b>	Indian business Environment - Concept, Component, Economic Environment, Non Economic Environment (Social cultural, political and legal environment).
<b>UNIT-II</b>	Economic Trends (Overview) - Income, Saving, and Investment, Structure of Indian Industry- Public and Private sector, Trade (Foreign)-Balance of Payment, Balance of Trade, Recent Policies-Money, Finance, Prices.
<b>UNIT-III</b>	Problems of growth: Unemployment, Poverty, Regional Imbalances, Social Injustice, Inflation, Parallel Economy, Industrial Sickness, <b>Current five year plan:</b> Major policies and Resource allocation.
<b>UNIT-IV</b>	Role of govt.: Monetary and Fiscal policies, Industrial licensing, Privatisation, Liberalisation, Globalisation, Export Import policy, Regulation of Foreign Investment, Collaborations in the light of recent changes.
<b>UNIT-V</b>	International Trading Environment, Trends of World Trade and Problems of developing Countries, International Economic Grouping, GATT, WTO, World Bank, IMF, UNCIAD.

## Reference Books

- Business Environment, A.K. Ashwathappa
- Business Environment, Francis Cherunilam



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<b>1DBBA7</b>	<b>Business Regulatory Framework</b>
<b>UNIT-I</b>	<b>Law of Contract (1872)</b> : Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent, Consideration, Legality of object, agreement declared void, performance of contract, discharge of contract, remedies for breach of contract.
<b>UNIT-II</b>	<b>Special contract:</b> Indemnity, Guarantee, bailment, and pledge, agency.
<b>UNIT-III</b>	<b>Sale of goods act 1930:</b> Formation of contract of sale, Goods and their classification, Price, Conditions, and Warranties, Transfer of properties, Transfer of property in goods, Performance of the contract of the sale, Unpaid seller and his rights, Sale by auction, Hire purchase agreement.
<b>UNIT-IV</b>	<b>Negotiable instrument act 1881:</b> Definition of Negotiable instrument, features, Promissory notes, Bill of exchange and cheque. Types of crossing, Dishonor and discharge of negotiable instruments.
<b>UNIT-V</b>	<b>The Consumer protection act 1986:</b> Salient features, definition of consumer, Grievance redressal machinery. FEMA (Foreign exchange management act 2000): Definition and main provisions.