

Syllabus for BBA

PART 1

WEIGHTAGE 70%

Verbal Ability

Vocabulary: Pure and Contextual (Phrasal Verbs, Idioms, Root Words, One word Substitution and Synonyms & Antonyms,) Gramatical Error based questions on (Pronoun and Antecedents, Tenses, Parallel Construction, Conditionals, Subject Verb Agreement), Reading Comprehension, Verbal Reasoning (Parajumbles, Critical Reasoning)

Logical Reasoning

Arrangement (Linear, Circular, Tabular, Any other type), Blood Relation, Grouping and Team Formation, Coding Decoding, Series Completion, Direction Sense, Puzzles, Syllogism, Data Sufficiency, Data Interpretation

Quantitative Ability

Number System, Percentage, Profit Loss, Simple Interest and Compound Interest, Ratio Proportion, Averages, Mixtures and Solutions, Time, Speed and Distance, Time and Work, Basic Algebra, Permutation and Combination, Probability, Set Theory, Clocks, Calendar, Logarithms

PART 2

WEIGHTAGE 30%

Accountancy

Accounting for Partnership Firms and Companies

Accounting for partnership firms, Admission, retirement, and death of a partner, Dissolution of partnership firms, Issue and redemption of debentures, Redemption of preference shares, Preparation and analysis of company financial statements

Financial Statement Analysis

Meaning, objectives, and limitations of financial statement analysis, Comparative and common-size statements, Cash Flow Statement (as per accounting standards), Accounting ratios and their interpretation, Introduction to computerized accounting systems

Business Studies

Principles and Functions of Management

Nature, purpose, and significance of management, Principles of management, Business environment, Planning: concept and process, organising: structure and importance, Staffing: meaning and process, directing: leadership, motivation, and communication, Controlling: concept, process, and importance

Business Finance and Marketing

Financial management: objectives, financial planning, and capital structure, Financial markets: money market and capital market, Marketing management: concept, functions, and marketing mix, Consumer protection: rights, responsibilities, and role of consumer organizations

Economics

Macroeconomics

National income and related aggregates, Measurement of national income, Money and banking, Determination of income and employment, Government budget and the economy, Balance of payments and foreign exchange

Indian Economic Development

Indian economy on the eve of independence (1947), Development experience of India (1947–1990), Economic reforms since 1991, Current challenges facing the Indian economy, Comparative development experiences of India and other major economies