



**SILVER OAK
UNIVERSITY**
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

SEMESTER – I

Subjects:

- Business Mathematics – I
- Basics of Financial Accounting
- Principles of Micro Economics
- Introduction to Management Thoughts
- Introduction to Indian Society & History
- Basic Business Communication Skills-I
- Workshop (Disaster Management)



Subject: Business Mathematics								
Program: BBA				Subject Code:			Semester : I	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-Theory	Continuous Internal Evaluation (CIE)-Practical	Total
3	0	0	3	24/60	-	16/40	-	100

Course Objective:

- To help the students develop understanding of the basic principles of mathematics.
- To familiarize students with the application of mathematics to business problems.

Course Content:

Unit-I

Set Theory

- Concept of Set & Set Membership; Subset & Set Equality; Set Operations;
- Fundamental Laws of Set Operation; Venn Diagram, Cartesian Product of two sets;
- Special Topics on Sets - Partition, Power Set Business Application of Set Theory.

Permutations & Combinations

- Permutations & Combinations: Introduction
- Important Notations - Their Meaning & Properties
- Permutation when things are repeated
- Restricted Combination Applications



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Unit-II

Function & Limit

- Meaning and Definition of Function
- Different types of functions, Construction of Functions; Linear & Quadratic Functions;
- Some Special Functions – Log Function; Exponential Function; Modulus Function
- Graphical Presentation of Functions
- Zeros of a Function



- Functions used in Economics (Demand, Supply, Revenue, Cost, Profit, Production, Average Cost & Average Revenue)
- Application of Function to Business - Break-even Analysis Functions & Their Applications Limits
- Limits of a Function; Continuous Functions
- Limits of a Sequence; Rules of Limit;
- Standard Results of Limits

Unit-III

Co-ordinate Geometry

- Cartesian Co-ordinate System; General Equation of Straight Line; Standard Equation of Straight Line;
- Distance Formula; Intercept & Slope of a Line;
- Different Forms of Equations of a straight Line
Concept and properties of Perpendicular and Parallel Lines

Unit-IV

Progressions

- Meaning of Sequence & Series; General Terms of Sequence; Sum of Series
- Arithmetic Progression; Sum of a series, Arithmetic Mean
- Geometric Progression; Sum of a series, Geometric Mean
- Introduction to Harmonic Progression
- Sum of the Finite & Infinite Progression & Applications.

Course Outcome:

1. Apply mathematical concepts and principles to perform computations
2. Apply mathematics to solve problems
3. Create, use and analyze graphical representations of mathematical relationships
4. Communicate mathematical knowledge and understanding
5. Apply technology tools to solve problems
6. Perform abstract mathematical reasoning
7. Learn independently

Text Books:



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- A Text Book of Business Mathematics : Padmalochan Hazarika, Publishers: S.Chand
- Business Mathematics: D.C. Sancheti and V.K. Kapoor, Publishers: Sultan Chand
- Business Mathematics: Theory and Application: J.K. Sharma, Publishers: Ane Books
- Business Mathematics: J.K. Singh, Himalaya Publishing House
- Mathematics for Management: M. Raghavachari, Tata Mc GrawHill **reference Books:**

Web

resources:

MOOCs:



Subject: Basics of Financial Accounting								
Program: BBA				Subject Code:			Semester : I	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
4	0	0	4	24/60	-	16/40	-	100

Course Objective:

- This course aims to provide an understanding of basic principles and procedures underlying the accounting process.
- Primary area of study includes the nature, scope, importance of accounting; preparation of final accounts; accounting for nonprofit organization; bills of exchange and bank reconciliation statement, Joint venture and consignment Account.

Course Content:

Unit-I

- Accounting: Basics of accounting, Accounting Mechanics (Double Entry System, Classification, Golden Rules, Concepts and Conventions.)
- Journal, Ledger and Trial Balance: Meaning of Journal, Subsidiary Books, Cash book, Ledger, Posting and Balancing
- Trial Balance, Objectives, Rectification of errors
- Bank Reconciliation Statement

Unit-II

- Final Accounts: Trading Account, Profit and Loss Account, Balance sheet, closing entries, Assets and their Classification, Liabilities and their Classification,



- Capital and Revenue Expenditure and Receipts: Rules for Determining Capital Expenditure and Revenue Expenditure, Deferred Revenue Expenditure, Capital and Revenue Receipts, Bills of Exchange: Parties to a Bills of Exchange, Types, Promissory Notes, Distinction between Promissory Notes and Bills of Exchange, Dishonor of Bills

Unit-III

- Depreciation: Meaning of depreciation, methods of depreciation
- Accounting for Non-Profit Organization: Accounting Procedures, Receipts and Payments Accounts, Income and Expenditure Account

Unit-IV

- Consignment accounts
- Joint Venture accounts

Course Outcome :

- Explain the concepts and procedures of financial reporting, including income statement, statement of retained earnings, balance sheet, and statement of cash flows.
- Identify the basic economic events most common in business operations and be able to report the events in a generally accepted manner, including the impacts of alternative accounting methods on financial statements.

Text Books :

- M.C. Shukla, T.S. Grewal & S.C. Gupta & Advanced accounts Vol-1, 17 Edition (S. Chand)
- T.S. Grewal & S C Gupta Introduction to Accountancy, 10th Edition (S. Chand)
- S N Maheshwari, S K Maheshwari Advanced Accountancy Volume-1 10th Edition (Vikas Publication)

Web resources :

MOOCs :



Subject: Principles of Micro Economics								
Program: BBA				Subject Code:			Semester : I	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	24/60	-	16/40	-	100

Course Objective:

- To expose students to basic micro economic concepts.
- To apply economic analysis in the formulation of business policies.
To use economic reasoning to problems of business..

Course Content:

Unit-I

- Economic Problem: Scarcity and Choice
- Introduction to Microeconomics
- Important Definitions and Concepts
- Economic Systems
Utility Analysis, Consumer's Surplus

Unit-II

- Theory of Demand
- Theory of Consumer Behavior



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- Elasticity of Demand
- Theory of Supply

Unit-III

- Theory of Production
- Theory of Distribution
- Rent , Wages Interest & Profit



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Unit-IV

- Theory of Cost
- Market Structure

Course Outcome :

- After studying the subject the students will be able to understand and explain the concepts of economics and their managerial perspective.
- Understand the economic dimensions and perspectives applicable to business..

Text Books :

1. Micro Economic Theory by H.L. Ahuja (S. Chand)
2. Dwivedi, D. N, Managerial Economics,(2002)6thed (Vikas Publishing House: New Delhi)
3. Managerial Economics Theory and Applications Dr. D.M. Mithani Himalaya Publication latest edition

Web resources :

MOOCs :



Subject: Introduction to Management Thoughts								
Program: BBA				Subject Code:			Semester : I	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	24/60	-	16/40	-	100

Course Objective:

- This course provides a detailed explanation of the basic principles of Management used to manage an enterprise.
- It aims at explain the concept, nature, significance of management, along with the various levels of Management and the skills required at each level.

Course Content:

Unit-I

- Introduction to Management:
Definition, Nature, Types of Managers, Managerial skills and Levels, Basic Functions of Management
- Evolution of Management Theory:Scientific Management—F.W. Taylor, Henry L Gantt, Frank and Lillian Gilbreth, Theory of Henry Fayol, Fayol’s vs. Taylor’s comparison. Behavioural Model of Management (Hawthorne studies), Modern Theories of Management (Systems Management School, Situational Approach School)



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Unit-II

- Planning: Definition, Nature, Importance, Types of Planning, Steps in Planning
- Organizing: Concept, Definition, Formal and Informal Organisation, Organizational



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Structure, Span of Management, Delegation of authority, Departmentation

Unit-III

- Staffing: Definition, Factors affecting Staffing—The External and Internal Environment, Identification of Job Requirements, Job Evaluation, Recruitment, Selection, Placement, Training and development
- Leadership: Definition, Leadership Characteristics, Leadership Theories

Unit-IV

- Directing and Controlling:
Meaning of Motivation, Motives, Motivation theories;
Meaning of directing & control, Need of Control, Control Process

Course Outcome:

The course also provides an insight into the evolution of management theory and elaborates on the different schools and management thoughts. It further explains the six major functions of Management i.e. Planning, Organizing, Staffing, Leading, Directing and Controlling.

Text Books:

- L.M.Prasad – Principles and Practice of Management (2001) Sultan Chand and Sons - Edition- 5
- Robbins, DeCenzo and Bhattacharyya Essential of Management Pearson Publication
- Koontz, H. and Weihrich, H (1998) & (2001) Essentials Of Management (Tata McGraw Hill: New Delhi) Edition- 5th and 10th

Web resources:

MOOCs:



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Subject: Introduction to Management Thoughts								
Program: BBA				Subject Code:			Semester : I	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	24/60	-	16/40	-	100

Course Objective:

- To acquaint the students with the concept and relevance Social Science..

Course Content:

Unit-I

- Introduction to Indian Society,
- Family System in India,
- Indian Caste System,
- Untouchability

Unit-II

- Education in India,
- The Problem and the Magnitude of illiteracy in India,
- Social Problems in India-I,
- Social Problems in India-II



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Unit-III

- Rural Life In India,
- Urban Life In India,
- Political System in India,
- Demographic Dynamics in India

Unit-IV

- Economic Culture & History of India {Trade & Industrial Organization,
- Traders & Shopkeepers,



- Exports & Imports,
- Production centers & Specialization,
- Credit & Banking, Barter & Medium of exchange.

Course Outcome :

To develop in the students an understanding of the Indian Society through comprehensive and integrated learning.

Text Books :

- Sociology of Indian Society by C N Shankar Rao, S Chand Publication

Web resources :

MOOCs :



Subject: Basic Business Communication Skills -I								
Program: BBA				Subject Code:			Semester : I	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	24/60	-	16/40	-	100

Course Objectives:

- Appraise students about the dynamics of communication in a business environment.
- Enhance basic reading, writing and speaking skills of the students.

Course Content:

Unit-I

Introduction to Business Communication

- Meaning and Importance of Communications.
- Elements of Communications
- Business Communication Process
- Forms of Communication
- Barriers to Communication

Unit-II

Developing Effective Communication Skills

- Seven C's of Communications.
- Listening Skills - Definition, Anatomy of poor Listening skills; Strategies to be a good listener



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- Reading Skills - Technique of Reading

Unit-III

Classification of communication and Presentation Skills

- Verbal – a) Written b) Oral
- Organizational Communication
- Basics of Business Presentations



Unit-IV

Non-Verbal Communication

- Nature
- Types – Body language, kinesics, proxemics, haptics, paralanguage, chromatics & appearance.
- Developing Effective Non-verbal Skills

Course Outcome:

- Facilitate the students to interpret non-verbal communication and manage it.

Text Books:

- Fundamentals of Business Communication by Chaturvedi&Chaturvedi
- Business Communication by V.K. Jain and Om Prakash Biyani.
- Principles to Practice by Mathukutty M Manipally- Tata McGraw Hill Education

Reference Book

- Business Communication Skills by Meeta Ghosh
- English Grammar by Wren & Martin s:

Web resources:

MOOCs:



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Subject: Disaster Management								
Program: BBA				Subject Code:			Semester : I	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
1	0	0	0	24/60	-	16/40	-	100

Objective of the course :

- To create awareness about natural and man-made disasters

Course Content:

Unit-I

Introduction to disaster:

Concepts & definition (Disaster, hazard, vulnerability and risk); Classification Causes and Impacts (Mental & Physical Health, Social, Economic, Political & Environmental) Understanding differential impacts on people based on caste/class/gender/age location/disability religion etc.



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Unit-II

Disaster Management Cycle & Framework:

Paradigm shift in disaster management, Pre disaster risk assessment, Prevention and mitigation of disasters, preparedness for disaster evacuation. Disaster Communication: Search and rescue, emergency operation center, application of scientific techniques for disaster management and mitigation.



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Unit-III

Disaster Management In India:

Disaster profile of India- Mega Disasters of India, Lessons learned, Disaster management Act 2005, National policy on disaster management, National Guidelines and plan on disaster management, Role of Govt, (Local/State/National), and NGOs.

Unit-IV

Suggested Case Studies:

- Bhopal Gas Tragedy,
- Tusmani in Coastal South India,
- Avalanche in J & K
- Land Slides in Uttrakhand
- Floods in various Indian States
- Earth Quakes: Gujarat, Jammu & Kashmir, Maharashtra
- Serial Bomb blasts
- Terrorists attacks in Mumbai/University in Lahore/ Plane Hijacking
- Communal Riots and Racist Violence
- Stampedes at public places.

Course Outcome:

To equip students to handle these disasters in systematic and logical manner

Text Books:

- **Author** : Coppola D P, **Publisher** : Elsevier Science (B/H), London Manual on natural disaster management in India
- **Author** : , M C Gupta, **Publisher** : NIDM, An overview on natural & man - made disasters and their reduction

Reference Books:

- **Author** : R K Bhandan, **Publisher** : CSIR, World Disasters Report, 2009. International Federation of Red Cross and Red Crescent Encyclopedia of disaster management, Vol I, II and III. Disaster management policy and administration,
- **Author**: S L Goyal, Deep & Deep ,Encyclopedia of Disasters – Environmental Catastrophes and Human Tragedies, Vol. 1 &2 ,
- **Author**: Angus M. Gunn, **Publisher**: Green wood Press, Disasters in India Studies of



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- grim reality,
- **Author** :AnuKapur& others, **Publisher** :Rawatublishers
 - Management of Natural Disasters in developing countries
 - **Author** : H.N. Srivastava & G.D. Gupta, **Publisher** :Daya Publishers
 - Natural Disasters,
 - **Author** : David Alexander, **Publisher** : Kluwer Academic London, Disaster Management Act 2005, **Publisher** : Publisher by Govt. of India, Publications of National Disaster Management Authority (NDMA) on Various Templates and Guidelines for Disaster Management High Power Committee Report,
 - **Author** : J.C. Pant, Disaster Mitigation in Asia & Pacific, Asian Development Bank National Disaster Management Policy, 2009, GoI, Disaster Preparedness Kit, American Red Cross Bryant Edwards (2005): Natural Hazards, **Publisher** : Cambridge University Press, Disaster Management, Asian Development Bank, Manila

Web resources:

MOOCs: