



**SILVER OAK
UNIVERSITY**
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

SEMESTER – II

Subjects:

- Business Mathematics – II
- Advanced Accountancy-I
- Principles of Macro Economics
- Employee Behaviour and Relationship Management
- Introduction to Business Environment
- Basic Business Communication Skills-II
- Workshop (Computers Skills)



Subject: Business Mathematics - II								
Program: BBA				Subject Code:			Semester : II	
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:

- To equip the students with in-depth knowledge of mathematics with emphasis on conceptual clarity.
- The emphasis is placed on the improvement of student's quantitative skills.

Course Content:

Unit-I

DIFFERENTIATION

- Definition of Derivative And Differentiation;
- Derivatives Of Functions By Definition
- Standard Results Of Derivative (Without Proof);
- Rules Of Derivative; Chain Rule
- Logarithmic Differentiation
- Higher Order Derivative; Interpretation Of Derivatives; Application Of Derivatives
- Value Of Derivatives At Specific Points



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Unit-II

MAXIMA & MINIMA OF A FUNCTION

- Maxima & Minima; Discrete Optimization
- Average and Marginal functions of Cost & Revenue
- Applications
- Introduction to Partial Derivatives



Unit-III

INTEGRATION

- Introduction to Integration
- Interpretation of Integration
- Integration of Some Standard Functions
- Rules of Integration
- Integration by Substitution
- Integration by Parts
- Definite Integration: Definition and properties
- Business Application of Integration

Unit-IV

MATRICES & LINEAR EQUATIONS

Matrices:

- Introduction to Matrices; Meaning and Definition of matrix
- Types of Matrices; Matrix Operations;
- Determinants of a Square Matrix; Inverse of A Square matrix of 2x2 and 3x3;
- Cramer's Rule; Rank of Matrix Linear Equations
- System of Linear Equations;
- Solution of a System of Linear Equations using definition of Inverse of a Matrix.

Course Outcome:

To equip students with mathematical ability to resolve problems in the business context.

Text Books:

A Text Book of Business Mathematics: Padmalochan Hazarika, Publishers: S.Chand

Reference Book

- Business Mathematics: D.C. Sancheti and V.K. Kapoor, Publishers Sultan Chand
- Business Mathematics: Theory and Application: J.K. Sharma, Publisher: Ane Books
- Business Mathematics: J.K. Singh, Himalaya Publishing House
- Mathematics for Management: M. Raghavachari, Tata Mc Graw Hill

Web resources:



Subject: Advanced Accountancy-1								
Program: BBA				Subject Code:			Semester : II	
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 Objectives:

Financial accounting is one of the most important branches of accounting with the primary objective of external reporting.

- The objective of this course is to expose students to advanced accounting issues and practices.
- This course familiarizes the students with the Accounting treatments in Hire Purchase and Installment Purchase Systems.

Course Content:

Unit-I

- Partnership: Partnership General; Admission of Partners, Retirement and Death of Partner; Dissolution of Partnership Firm
- Branch Account

Unit-II

- Hire Purchase System

Unit-III

- Departmental Accounts
- Accounting for Investments



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Unit-IV

- Accounting for Insurance Claims
Royalty Accounts

Course Outcome:

It develops understanding of Departmental Accounting System. It acquaints the students with accounting concepts in Partnership firm. It also includes some specialized topics of accounting such as branch accounts, Insolvency, Royalty, insurance claims and accounting for investments etc. for their usage in trade and commerce.

Text Books:

- S C Gupta & T S Grewal Introduction to Accountancy, 10th Edition (S. Chand)
- S N Maheshwari, S K Maheshwari Advanced Accountancy Volume-1 10th Edition (Vikas Publication)
- H. Chakraborty Advanced Accountancy ,Oxford University Press, Edition 1 **Reference Book**

Web resources:

MOOCs:



Subject: Principles of Macro Economics								
Program: BBA				Subject Code:			Semester : II	
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:

- To explain students the basic micro economic concepts.
- To apply economic analysis in the formulation of business policies.

Course Content:

Unit-I

- Introduction to Macro Economics
- National Income: Concepts & Its Measurement

Unit-II

Theories of macroeconomics:

- Different Macro Economics approaches Classical; Keynesian
- Consumption Function, Investment Function, Concept of Multiplier & Acceleration



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Unit-III

- Money:
Concepts, Types and component of money Interest:
- Classical theory of Interest
- Liquidity preference theory of interest
- IS-LM Module
Derivation of the IS curve, Slope of IS curve, Shift in IS curve; Derivation of the LM curve,
Slope of LM curve, Shift in LM curve Equilibrium of IS-LM Effects of criticisms of IS-LM Module.



Unit-IV

- Public Finance, Public Revenue and Public Expenditure
- Monetary Policy Fiscal Policy Budget and budget deficit

Course Outcome:

Upon successful completion of the course, students will be able to:

1. Describe the macro economy using aggregate demand and aggregate supply analysis.
2. Understand the basic macro economic theories
3. Understand how National Income Accounting function
4. Demonstrate an understanding of business cycle and concept of money

Text Books:

- Macro Economic Theory by H.L. Ahuja (S. Chand)
- Macro-Economic Theory by M. L Jhingan Vrinda Publications
- Dwivedi, D. N, Managerial Economics,(2002)6thed (Vikas Publishing House: New Delhi)
- Managerial Economics Theory and Applications Dr. D.M. Mithani Himalaya Publication latest edition

Web resources:

MOOCs:



Subject: Employee Behavior and Relationship Management								
Program: BBA				Subject Code:			Semester : II	
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:

Develop thorough knowledge and understanding of the human behavior at work.

Course Content:

Unit-I

Introduction to Organizational Behaviour:

- Meaning and definition of OB
- Evolution of OB as a field of study and practice
- OB model
- Contributing disciplines to the OB Field.

Unit-II

Understanding dynamics of Individual behavior: Personality & Perception

- Personality: Meaning and definitions of personality, determinants & functions of personality, trait and fit theories of personality, determinants of personality
- Perception: Concept, factors affecting perception, perceptual process and impression management.



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Unit-III

Understanding dynamics of Individual behavior: Motivation; Values and Attitude

- Understanding Motivation at work: Concepts of Needs, Drive, and Motives evolution of motivational theories, content theories of motivation Theories
- Understanding Values and Attitude: Meaning and importance of values, how a person develops values, types of values. Understanding attitude at work and their impact on behavior.



Unit-IV

Understanding Dynamics of Group Behavior:

- Meaning, definitions and importance of working in Groups
- Formation of Groups
- Stages of Group Development. Teams
- Difference between groups and teams
- Types of teams

Course Outcome:

Gaining insights into the foundation and formation of individual behaviour and group behaviour and how it links to achieve the organizational objectives.

Text Books:

- Pareek. U., (2006), Understanding Organizational Behavior, Oxford University Press, 5thed.
- Robbins S.P., (2005), Organizational Behavior, Prentice -hall publication, Eleventh edition.

Web resources:

MOOCs:



Subject: Introduction to Business								
Environment								
Program: BBA				Subject Code:			Semester : II	
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:

- The main aim of this course is to extend understanding of environmental basics and changes that affect the earth and its human being.
- To provide the students with an understanding of the presentation and understanding of environmental studies.

Course Content:

Unit-I

- Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business

Unit-II

- Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector

Unit-III

- Industrial Policy –Its historical perspective(In brief);Socio-economic implications of Liberalization, Privatization, Globalization.



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Unit-IV

- Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA

Course Outcome :

The course will create awareness of the economic, social and Political environment facing business organizations in India

Text Books :

- K.Aswathapa Business Environment Himalaya Publication

Reference Books :

- Francis Cherunilum Business Environment Himalaya Publication

Web resources :



Subject: Basic Business Communication Skills -II								
Program: BBA				Subject Code:			Semester : II	
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.
- Facilitate the students to interpret non-verbal communication and manage it.

Course Content:

Unit-I

Introduction to Written Communication:

- Types of Written Communication in Business
- Planning of Written Communication
- Essentials of a good business letter
- Parts of business letter
- Types of business letter formats



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Unit-II

Business Letters

- Enquiry and quotation letter
- Order – placing, execution and cancellation
- Complain and adjustment letter
- Job application letter

Unit-III

Business Writing

- Memo writing
- Report writing
- E-mail writing
- Resume Writing



Unit-IV

Business Application

- Group Discussion
- Interviews
- Presentation Skills

Course Outcome:

- Equip the students with the ability to write effectively across different platforms.
- Enable students to effectively communicate orally in diverse professional situations.

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:



Subject: Workshop (Computers Skills)								
Program: BBA				Subject Code:			Semester : II	
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
0	0	2	2	24/60	-	16/40	-	100

Course Objectives:

- To develop awareness about computer.
- To understand practical aspect of computer and its functions.

Course Content:

Unit-I

Basics of Computer
Windows XP Overview

Unit-II

E-mail & Internet
Application Software

Unit-III

- Search Engine
- Surfing WebPages
- Virus : General Introduction & Antivirus Utilities

Unit-IV

- Other Applications
- Windows Seven Overview



- Burning CD / DVDs
- Basics of Audio/Video editing
- Fundamentals of Hardware & Networking
- Formatting Hard disk
- Installing Windows

Course Outcome:

- To impart fundamental knowledge of computer and networks. To provide hands on training on Ms Office and Windows XP / Windows 7

Text Books:

1. Computer Fundamentals by P K Sinha published by BPB Publications
2. Mastering Excel by Thomas Chester and Richard Alden published by Sybex.
3. Information Technology Management by Turban Efraim, Linda Volonino, Janice C Sipior , Published by John Wiley & Sons

Web resources:

MOOCs: