

**DEVI AHILYA VISHWAVIDYALAYA, INDORE**



**Curriculum**

**BBA (HA) - 3 Yrs. Program of D.A.V.V., Indore**

**For**

**Affiliated Institution**

# **SEMESTER-I**

## **CURRICULUM**

**1. HINDI**

**2. BUSINESS MATHEMATICS**

**3. COMPUTER APPLICATIONS -I**

**4. INTRODUCTION TO MANAGEMENT**

**5. INTRODUCTION TO PHYSIOLOGY**

**6. INTRODUCTION TO HUMAN ANATOMY**

**7. INTRODUCTION TO BIO-CHEMISTRY**

**8. SOCIAL PSYCHOLOG**

## I Semester

### HINDI

**Course Objectives:** The objectives of the course are to enable students to learn and to have a good working practice of Hindi.

**Examinations:** The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

हिन्दी भाषा -

- 1 मानक हिन्दी भाषा
- 1 मानक हिन्दी का स्वरूप
- 2 मानक हिन्दी के प्रकार
- 3 अशुद्धियों और उनका संशोधन -
- 4 अशुद्धियों के उदाहरण
- 5 अशुद्धियों के प्रकार ( उच्चारण गत, वर्तनी गत, शब्द और अर्थ गत, व्याकरण गत )
- 6 हिन्दी का शब्द भंडार -
- 7 शब्दों के प्रकार
- 8 शब्दों की रचना
- 9 नये प्रयोग
- 10 हिन्दी की वाक्य रचना -
- 11 वाक्यों के प्रकार
- 12 वाक्य विन्यास
- 13 वाक्य गत सामान्य अशुद्धियों
- 14 विराम चिह्न
- 15 पत्र लेखन, सार लेखन, पल्लवन-
- 16 पत्रों के उदाहरण
- 17 पत्रों के प्रकार
- 18 पत्र लेखन की विशेषताएँ ( पत्र लेखन, संबोधन, अंत दिनांक आदि डालना)
- 19 सार लेखन
- 20 पल्लवन
- 21 भारतीय संस्कृति
- 22 भारत देश और उसके निवासी
- 23 भारतीय समाज की संरचना
- 24 सामाजिक गतिशीलता - अदृश्यता
- 25 कार्य और दर्शन
- 26 भारतीय संस्कृति का विश्व पर प्रभाव
- 27 मध्यप्रदेश का सांस्कृतिक वैभव

पाठ्यपुस्तक - भारतीय के अमर स्वर, प्रकाराक ग. प्र. हिन्दी ग्रंथ अकादमी, गोंया ।

## **Ist Semester**

### **BUSINESS MATHEMATICS**

**Course Objectives:** The objectives of the course are to enable students to learn and to have a good working practice of mathematical tools for taking appropriate decisions in managerial situations

#### **Examinations**

The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

#### **Course Content:**

1. Number Systems.
2. Set, Relations and Functions.
3. Series and Sequence, A P, G. P, and H.P.
4. Compounding and Discounting, Annuity

**5.MATRIX AND DETERMINANT:-** Concept of Matrix and Determinant. Algebra of matrices and determinants, Inverse of matrix, Rank of matrix, Managerial applications and Input-Output analysis

**6.DIFFERENTIAL CALCULAS :-** Variables, Constants, Functions, Concept of limit and continuity, Derivatives, Algebra of derivatives, Derivatives of composite functions, Higher order derivatives, Application of derivatives in maxima and minima. (Numerical upto Second order Derivatives only.)

**7.INTEGRAL CALCULAS:-** Elementary integration, Standard form, Integration by substitution, Integration by parts, Integration of Rational fractions and Integration by partial fractions, Concept of definite integral, Length of the curve and Area bounded by curve (simple cases). Calculation of Consumer's surplus and Producer's surplus.

#### **Text Reading:**

1. RS Bhardwaj, **Mathematics for Economics and Business**,2010,Excel Books,
2. J.K. Sharma, **Discrete Mathematics** 2Edi, Indian Macmillan Publishers
3. J.K. Singh **Business Mathematics**, 2009,Himalaya Publishing House

## Ist Semester **COMPUTER APPLICATIONS – I**

**Course Objectives** The objectives of the course are to introduce the students, the concepts of computer hardware and software and to acquaint them with IT Tools.

### **Examinations**

The faculty member will award marks out of a maximum of 20 marks (10 marks are for the internal performance of the Student and 10 Marks are for viva-voce).. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

### **Course Contents:**

#### 1. **Introduction to Computer**

Hardware: Input / Output devices, storage devices and memory.

Software: System and Application Software, Compilers, Interpreters & Assemblers.

Computer Languages: Levels of languages, generation and their features.

Generation of Computer (Phases of development of computers).

Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system.

**HTML:-**Basics of HTML Tags

#### 2. **Operating Systems**

DOS: External and Internal Commands and Features.

WINDOWS 7: Basic Operations, utilities and features.

UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am I, banner, date, kill, etc.).

#### 3. **Application Software (MS-Office 2007)**

MS Word 2007: Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, working with graphics, templates, wizards and sample documents, introduction to mail merge and macros.

MS Excel 2007: Excel basics, rearranging worksheets, excel formatting tips and techniques, introduction to functions, Excel's chart features, working with graphics, using worksheet as databases, automating "what-if" projects.

MS PowerPoint 2007: PowerPoint basics, creating presentation the easy way, working with text in PowerPoint, working with graphics in power point

MS Access 2007: Database creation, screen/form design, report generation using wizard

### **Text Readings:**

1. Dhiraj Sharma, **Foundation of IT**, Excel Books New Delhi– 2009
2. Nikuj Sharma, **Fundamentals Of Computers**, 2010, Parshwa Publications,
3. Sibsankar Halder-Operating Systems-(Indian Original) Pearson Education
4. William Stallings-Operating Systems, 6e-(Indian Reprint) Pearson Education
5. Deepak Bharihoke , **"Fundamentals of Information Technology"**, Excel Books
6. Halder, **Operating Systems**, Pearson Education, New Delhi– 2009
7. Sumitabha Das, "Unix Concepts and Applications", Tata McGraw Hill



## **Ist Semester**

### **INTRODUCTION TO MANAGEMENT**

#### **Course Objective:**

Objective of this course is to help the students gain understanding the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.

#### **Examination**

The faculty member will award marks out of a maximum of 20 marks for the internal performance of the student. The semester examination will be worth 80 marks. It will have two sections A and B. Section A, worth 60 marks will consist of five theory questions, out of which students will be required to attempt any three questions, and Section B will comprise of one or more case(s), worth 20 marks

#### **Course Content:**

- 1 **Concept of Management:** Functions and Responsibilities of Managers, Fayol's Principles of management, Management thought; the Classical School, The Human Relations School, Systems theory, Contingency Management Developing Excellent Managers.
- 2 **Planning:** Nature and purpose of planning process, principles of Planning, Types of planning, Advantages and Limitation of planning.
- 3 **Concept and Nature of Objectives:** Types of Objectives, Importance of Objectives, Setting objectives, Management by Objective (MBO) benefits and weaknesses of MBO.
- 4 **Strategies and Policies:** Concept of Corporate Strategy, formulation of strategy, Types of strategies, Types of policies, principles of formulation of policies, Decision Making Process, Individual Decision Making Models.
- 5 **Organizing:** Nature and Purpose of Organizing, Bases of Departmentation, Span Relationship, Line Staff Conflict, Bases of Delegation, Kind of Delegation and Decentralization, methods of Decentralization.
- 6 **Controlling:** Concept and Process of Control, Control Techniques. Human Aspects of Control, Control as a feed back system, feed forward Control, Preventive Control, Profit and loss Control, Control through Return on investment, the use of Computer of Controlling & Decision making, the challenges created by IT a Control tool.

#### **Text Readings:**

4. Stephen Robbins, Decenzo, **Fundamentals of Management**, Pearson Edu., 2009
5. Sengupta, Bhattacharya, **Management & OB**, Parshwa Publication, 2010, New Delhi
6. V S P Rao, **Management**, 1st edition, Excel Books New Delhi Reprint 2009
7. Kreitner, **Management Theory and Applications**, Cengage Learning, India, 2009
8. Lallan Prasad, **Management Principles & Practices**, Parshwa, 2010, New Delhi

## Ist Semester

### INTRODUCTION TO PHYSIOLOGY

**Course Objectives** : The objectives of the course are to enable students to learn and to have a good understanding of Human Physiology, as is necessary for Hospital Administrators.

#### **Examinations**

The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

#### **Course Content:**

- Physiology with special reference to Human Body.
- Principles of bio-physics as applicable to the human body .
- Excitable Tissue –Nerve and Muscle.
- Composition of blood, blood groups in human, Coagulation, oxygen and carbon dioxide transport.
- Acid base balance and temperature regulation in Human.
- Circulatory System with special reference to Cardiac Cycle, Blood Pressure and ECG.
- Respiration and its Physiology with regards to its clinical application, diseases of respiration, artificial ventilation.
- Physiology of Gastro intestinal system, & its applied aspects, along with physiology of liver& pancreas .
- Gross physiology of Endocrine system & its applied clinical aspects, mechanism of action of various hormones and their role in controlling body activities, hypo and hyper secretion and its consequences
- Nervous system in human body CNS, Autonomic Sympathetic & Parasympathetic and their applied physiology.
- Physiology of reproduction in humans. Reproductive development in human beings,
- Function of placenta in human
- Vision ,Hearing and other receptors.

#### **Text Readings:**

1. Elaine N Marieb-**Essentials of Human Anatomy & hysiology**,8e(Indian Reprint)Pearson Education
2. Elaine N Marieb-**Human Anatomy & Physiology(With Atlas)**,6e(Indian Reprint)Pearson Education
3. Colbert,**Anatomy & Physiology for Health Proffessionals**, Addison Wesley
4. C.C. Chatterjee, **Human Physiology**, Medical Allied Agency.
5. Arthur C Guyton, **Text book of Medical Physiology**, Prism Books
6. J.H. Green, **An Introduction To Human Physiology**, Oxford



**Ist Semester**  
**INTRODUCTION TO HUMAN ANATOMY**

**Course Objectives :** The objectives of the course are to enable students to learn and have a good understanding of Human Anatomy as is necessary to understand human body organization and for further understanding of medical subjects as Hospital Administrators.

**Examinations**

The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

**Course Content:**

Technical word/terminology synthesis & analysis, Applied Anatomy need be emphasized with following sections of the syllabus:

**General Anatomy:** Introduction and Anatomical terms,

**Osteology-**Major Bones, Joints-types and structure of synovial joints like Hip, Knee, Shoulder Joints , Muscles---major muscles of upper and lower limbs

**Nervous Systems**----central and peripheral nervous system including A.N.S

**Skin :** Structure and function

**Head and Neck, Brain and spinal cord (major topics)**

**Upper limbs--** Clavicle, Scapula, Humerus , Breast , Brachial Plexus, **Arm.:** Radius and Ulna,

**Lower limbs :** Hip bone, Femur, Patella, Tibia, Fibula, muscles of lower limb

**Thorax:** Sternum and Ribs, Vertebral column; lungs, Pleura, , Pericardium , Blood Supply of Heart, Heart Structure, mediastinum

**Abdomen and Pelvis**

Sacrum, Anterior abdominal wall, Inguinal region, peritoneum, Spleen, Oesophagus, Stomach, Small Intestines, Liver and Pancreas, and Kidney, Ureters, Diaphragm and Posterior wall of Abdomen.

**Male** External and Internal Genital Organs Ductus deference , Seminal vesicles , Prostate Glands, Pelvis, Pelvic Peritoneum,

**Female-**External and Internal genital Organs --- Ovaries, Uterine tubes and Uterus, Urinary bladder, , Male and Female Urethra, Uterus , Rectum and Anal canal, pelvic Vessels Nerves, Muscles

**Text Readings:**

1. Essentials of Human Anatomy I B Singh Jaypee Bros.
2. B.D. Chaurasia Human anatomy
3. Marieb- Essentials of Human Anatomy & Physiology- Pearson Education, 2009
4. Marieb- Human Anatomy & Physiology- Pearson Education, 2009



## **Ist Semester**

### **INTRODUCTION TO BIO-CHEMISTRY**

**Course Objectives :** The objectives of the course are to enable students to learn and to have a good understanding of Bio-Chemistry, as is necessary for Hospital Administrators

#### **Examinations**

The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

#### **Course Contents:**

Human biochemistry with emphasis on the applied aspects of bio-chemical processes in conditions of health and disease.

Structure & functions of Carbohydrates, Lipids, Amino acids, Proteins and Nucleic acids.

Electrolytes homeostasis & normal ranges

Hormones , Classification of Hormones Types of enzymes, Mechanism of enzyme action, Immunoglobulins and immunity, Vitamins and co-enzymes-- **Biosynthesis and functions**

Malnutrition disorders related to Carbohydrates, Fats, Proteins & Vitamins, Electrolyte imbalance

Biochemical examination of sample of body fluids etc

General aspects of the metabolic basis of diseases.

Biochemical Lab tests, profiles and equipment used therein

#### **Text Readings:**

1 Robert K Murray, Daryl K. Granner, **Harper's Biochemistry**, PHI International Inc.

2 Praful B. Godkar , **Clinical Biochemistry**, Bhalani Publishing House.

3. Boyer, **Modern Biochemistry**- Pearson Education, 2009

4. Matthews, **Biochemistry**- Pearson Education, 2009

5 Dash , **Textbook of Biophysical Chemistry**, Indian , Macmillan Publishers

**Ist Semester**  
**SOCIAL PSYCHOLOGY**

**Objective:** The Objective if the course is to make students aware of basic aspects of general Psychology & Sociology.

**Examinations:** The faculty member will award marks out of a maximum of 20 marks for the internal performance of the student. The semester examination will be worth 80 marks. It will have two sections A and B. Section A, worth 60 marks will consist of five theory questions, out of which students will be required to attempt any three questions, and Section B will comprise of one or more case(s), worth 20 marks

**Course Contents:**

1. Social and Industrial Psychology: Definition, Nature and Background.
2. Social Perception: Non-Verbal Communication, theories of Attribution, Impression formation and impression management.
- 3 Social Identity: Self Concept, Self-esteem, Self-efficacy, Self-monitoring and selffocusing.
4. Social Influence: Conformity, Compliance and Obedience.
5. Understanding Groups

**Text Books**

1. Robert A. Baron **Social Psychology** 12<sup>th</sup> Edi 2009Baron -Pearson Education, DeLamater, Textbook of Social Psychology 1<sup>st</sup> 2008 Cengage Learning
2. Baumeister Fundamentals of Social Psychology 1<sup>st</sup>2008 Cengage Learning
3. Shaver K.G. , **Principles of Social Psychology** Cambridge Winthrop.
4. Sears D.O., Peplau L.A., Taylor S.E, **Social Psychology**, New Jursey: PHI.
5. Vander Zanden J.W., **Social Psychology** New York: Random House.,