

University of Kerala
FYUG ENTRANCE EXAMINATION FOR BBA PROGRAMME
SYLLABUS

Module 1: Business & Management Fundamentals

Management-Concept-Principles of Management-Functions of Management -Planning, Organizing, Staffing- Directing, Controlling-Types of Business Organizations-Basics of Leadership & Motivation-Business Environment & Ethics

Module 2: Economics

Microeconomics: Demand and Supply, Market Structures, Consumer Behavior- Macroeconomics: GDP-National Income, Inflation, Monetary and Fiscal Policies-Indian Economy- Overview Globalization and Economic Reforms-Business and Trade Policies

Module 3: Accounting and Finance Basics

Introduction to Accounting- Principles-IFRS-Journal Entries, Ledger, Trial Balance-Financial Statements- Profit & Loss, Balance Sheet-Basic Financial Ratios-Introduction to Budgeting and Costing

Module 4: Business Mathematics and Statistics

Commercial Mathematics: Percentages, Profit & Loss, Interest Calculations-Basic Algebra and- Linear Equations-Statistics: Mean, Median, Mode, Standard Deviation-Probability (basic level)- Data Interpretation

Module 5: Business Communication & Aptitude

Business Correspondence (Emails, Letters, Reports)-Communication Process and Types- Presentation and Public Speaking Basics-Comprehension and Vocabulary (Business-focused)- Logical Thinking and Managerial Reasoning